

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
									PERS (2+)	WOMEN 18+	18- 49 W/CH <3	LOH	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	12- 17	2- 11	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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12 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	18- 18- 25- 35- TOTAL 34 49 54 64 55+					18- 18- 25- 35- TOTAL 34 49 54 64 55+					TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11				
EVENING CONT'D																												
BILL COSBY SHOW-CONT'D 212 99 CS 16					C	28.0	45	2478	1806	348	281	87	860	300	493	441	360	311	519	190	309	285	231	171	168	92	259	167
BOB HOPE'S USO CHRISTMAS(S) SAT 9.30P 90 NBC 200 99 CV					A	18.7	31	1657	1831	343	233	63	946	228	423	426	421	459	630	155	318	332	295	260	130	71	124	85
9.30 - 10.00					A	18.8	29	1666	1816	337	237	75	946	245	423	422	403	460	604	166	312	312	264	246	113	61	153	98
10.00 - 10.30					A	18.9	31	1675	1863	351	239	63	952	230	428	429	424	460	644	159	330	347	307	259	139	76	128	90
10.30 - 11.00					A	18.3	32	1621	1823	343	225	52	946	211	419	429	440	460	648	141	314	339	317	276	140	75	90	67
BUCK JAMES SUN 10.00P 60 ABC 2					A	12.4	21	1099	1667	365	292	75	927	280	542	499	465	320	567	171	338	353	299	174	80	55^	93	47^
215 99 GD 11					B	11.3	18	1001	1647	366	291	73	916	257	518	503	474	326	565	134	314	338	331	195	76	48	89	55
10.00 - 10.30					C	10.9	18	965	1672	348	262	95	864	229	463	471	454	325	604	165	353	353	341	198	95	49	109	74
10.30 - 11.00					A	12.4	20	1099	1694	359	284	74	921	273	534	497	462	323	583	179	345	354	304	186	81	57^	108	57^
					A	12.5	21	1108	1627	367	299	75	926	284	546	498	465	315	547	160	329	350	291	161	78	53^	76	36^
CAGNEY & LACEY TUE 10.00P 60 CBS 1					A	16.1	28	1426	1569	336	265	62	891	251	485	499	432	340	518	128	252	234	263	230	67	30^	93	48
209 99 OP 1					B	16.1	28	1426	1569	336	265	62	891	251	485	499	432	340	518	128	252	234	263	230	67	30^	93	48
					C	16.1	28	1426	1569	336	265	62	891	251	485	499	432	340	518	128	252	234	263	230	67	30^	93	48
10.00 - 10.30					A	15.8	27	1400	1568	326	255	62	881	238	471	493	432	343	510	122	244	230	265	229	77	33^	100	49
10.30 - 11.00					A	16.5	30	1462	1561	344	273	61	896	262	495	503	429	335	523	133	257	235	259	229	57	27^	85	46
CATHY(S,R) TUE 8.30P 30 CBS 1					A	9.0	13	797	2055	329	268	100	756	365	553	464	292	172	452	194	336	278	193	102	176	73^	671	436
201 97 EA																												
CBS SUNDAY MOVIE SUN 8.00P 180 CBS 2					A	13.3	20	1178	1568	245	173	34^	731	177	344	358	360	316	695	149	349	375	399	276	75	30^	67	47^
210 99 FF 15					B	16.5	25	1458	1711	292	202	53	778	176	381	410	408	323	749	175	393	408	423	284	82	36	102	66
TERRORIST ON TRIAL					C	17.9	28	1587	1651	335	237	65	872	217	436	440	439	363	613	156	313	316	327	248	79	38	87	52
8.00 - 8.30					A	13.9	20	1232	1588	258	161	11^	732	131	290	334	378	363	719	136	348	378	419	296	53	28^	84	61
8.30 - 9.00					A	13.0	19	1152	1593	249	153	19^	758	159	317	355	383	356	712	137	339	375	416	298	50^	26^	73	50^
9.00 - 9.30					A	13.2	19	1170	1611	253	182	39^	763	202	370	376	364	318	705	162	366	384	398	266	79	18^	65	47^
9.30 - 10.00					A	13.3	20	1178	1585	256	195	46^	748	200	382	378	367	297	681	153	353	371	389	260	88	31^	68	49^
10.00 - 10.30					A	13.5	22	1196	1524	224	170	40^	689	180	350	347	338	280	674	139	335	370	392	271	96	44^	66	49^
10.30 - 11.00					A	12.8	22	1134	1516	228	180	49^	702	193	361	363	334	282	687	167	355	372	382	265	84	31^	43^	27^
CHARMINGS(R) THU 8.30P 30 ABC 1					A	8.2	12	727	1895	240	203	72^	737	232	424	390	343	283	551	225	400	349	254	141	134	74^	473	349
200 94 CS 11					B	8.2	12	727	1895	240	203	72^	737	232	424	390	343	283	551	225	400	349	254	141	134	74^	473	349
					C	7.9	13	702	1720	254	211	78	716	254	407	368	313	263	523	218	351	301	229	144	154	79	327	236
CHEERS THU 9.00P 30 NBC 2					A	28.1	41	2490	1851	396	338	118	876	372	597	549	361	225	579	258	428	388	259	121	177	83	219	136
206 99 CS 15					B	22.0	38	1949	1875	393	333	103	879	334	569	522	376	257	592	257	414	370	259	142	182	94	222	144
					C	23.7	39	2103	1729	370	307	106	829	342	537	477	339	242	567	238	386	348	252	142	157	86	177	107

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF						KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
							PERS	WOMEN	18-49	18- W/CH	18- 18- 25- 35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6-	TOT. 11		
EVENING CONT'D																													
CRIME STORY						A	11.1	19	983	1652	294	224	65	779	189	397	380	409	317	718	179	399	400	423	238	102	57^	55^	25^
TUE 10.00P 60 NBC 2						B	11.5	20	1019	1656	303	233	64	796	208	435	421	424	294	663	192	381	362	376	208	118	63	79	43^
199 99 OP 12						C	11.9	21	1058	1596	284	207	55	753	188	384	386	399	305	665	200	382	364	360	229	95	45	84	48
10.00 - 10.30						A	11.4	19	1010	1658	300	227	66	794	198	413	380	411	322	699	168	395	399	423	223	106	59^	60^	31^
10.30 - 11.00						A	10.8	19	957	1646	288	220	63^	762	179	380	380	407	313	737	191	403	401	424	255	98	54^	49^	19^
DALLAS						A	17.6	28	1559	1695	323	242	60	958	231	436	454	419	446	539	148	269	250	247	236	82	37^	115	74
FRI 9.00P 60 CBS 1						B	17.6	28	1559	1695	323	242	60	958	231	436	454	419	446	539	148	269	250	247	236	82	37^	115	74
208 99 GD 14						C	17.0	29	1504	1658	324	236	76	965	232	439	454	421	456	495	125	242	248	234	217	58	33	139	96
9.00 - 9.30						A	16.9	27	1497	1688	311	230	59	934	216	413	442	411	442	546	155	271	248	241	240	82	35^	126	81
9.30 - 10.00						A	18.3	29	1621	1702	333	254	62	981	245	456	465	426	450	533	141	267	252	252	232	83	39	106	69
DESIGNING WOMEN						A	15.8	23	1400	1579	353	306	102	803	326	512	445	317	259	545	192	343	348	264	161	137	62	93	62
MON 9.30P 30 CBS 2						B	15.0	22	1325	1610	364	300	94	840	321	502	450	351	292	524	194	328	319	244	162	119	55	129	82
209 99 CS 14						C	15.9	24	1409	1545	375	296	103	850	309	503	469	367	294	485	184	306	289	223	153	98	59	111	71
DISNEY SUNDAY MOVIE						A	14.6	22	1294	2179	270	233	111	704	300	505	446	315	175	650	304	507	479	304	109	206	116	619	387
SUN 7.00P 60 ABC 2						B	14.2	21	1254	2121	255	221	113	708	317	509	445	304	176	621	287	487	462	286	103	192	114	600	375
219 99 FF 16						C	11.1	18	987	2028	276	231	108	727	289	484	434	324	210	582	238	419	386	282	130	203	102	516	325
FLIGHT OF THE NAVIGATOR, PT.2						A	13.8	21	1223	2143	272	235	109	697	291	496	448	314	175	640	293	499	477	307	104	211	122	595	368
7.00 - 7.30						A	15.3	22	1356	2225	269	233	115	714	311	516	448	319	176	664	316	518	484	304	115	203	112	645	406
7.30 - 8.00																													
DOLLY						A	15.1	22	1338	1804	333	262	85	889	243	498	486	449	321	668	200	374	378	351	232	92	64	155	91
SUN 9.00P 60 ABC 2						B	13.1	19	1156	1777	326	252	78	893	234	486	484	447	335	647	176	353	365	357	231	86	56	151	92
214 99 GV 12						C	14.3	21	1269	1794	348	271	100	882	255	486	471	428	329	630	185	368	359	337	212	113	60	168	109
9.00 - 9.30						A	14.6	21	1294	1785	324	251	85	867	225	471	470	449	323	674	197	372	379	359	240	91	61	153	87
9.30 - 10.00						A	15.7	24	1391	1811	339	270	85	904	259	521	498	446	318	658	201	374	375	341	223	93	68	156	94
DUET(R)						A	3.3	5	292	1645	315	303	105^	652	386	567	454	241	75^	663	407	559	400	232	47^	209^	143^	121^	42^
SUN 9.30P 30 FOX 2						B	2.7	4	239	1725	371	357	94^	770	463	652	524	252	110^	672	396	562	417	240	75^	190^	139^	92^	39^
116 87 CS 12						C	2.8	4	244	1724	347	321	81^	675	389	555	433	242	101^	652	362	546	432	255	80^	226	141	172	108^
DYNASTY						A	13.2	22	1170	1583	361	300	87	909	338	519	432	346	349	453	197	270	222	167	161	113	78	108	66
WED 10.00P 60 ABC 2						B	13.3	22	1178	1607	356	296	83	877	317	502	429	358	333	467	202	285	231	181	153	120	81	143	83
217 99 GD 13						C	14.4	25	1272	1565	347	281	89	882	296	492	443	368	344	456	180	275	250	196	145	104	64	123	79
10.00 - 10.30						A	12.9	21	1143	1629	356	295	95	914	338	520	430	347	356	461	202	285	237	172	154	130	87	125	75
10.30 - 11.00						A	13.5	23	1196	1539	366	304	78	905	338	519	435	346	342	446	192	256	207	162	168	97	69	92	56
EQUALIZER(R)						A	11.4	18	1010	1600	299	223	62^	743	207	396	366	357	303	680	170	359	322	368	274	98	48^	79	28^
WED 9.00P 120 CBS 1						B	11.4	18	1010	1600	299	223	62^	743	207	396	366	357	303	680	170	359	322	368	274	98	48^	79	28^
197 94 PD 12						C	12.8	22	1132	1586	273	185	65	744	194	388	384	386	302	675	192	373	363	359	249	90	39	78	38
9.00 - 9.30						A	10.3	16	913	1629	303	212	47^	779	195	380	346	373	357	645	131	314	283	346	296	114	56^	91	40^
9.30 - 10.00						A	11.4	18	1010	1599	291	208	58^	743	199	378	351	355	318	652	152	337	298	354	273	118	60^	96	32^
CONT'D																													

16 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-		
#STNS	CVG%	TYPE											TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
EQUALIZER(R)-CONT'D																												
10.00 - 10.30					A	12.0	20	1063	1591	300	229	71	725	210	403	379	349	272	700	175	372	335	388	275	87	40^	79	22^
10.30 - 11.00					A	12.0	20	1063	1572	300	240	71	723	220	419	381	349	270	711	214	404	360	376	253	77	38^	62	19^
FACTS OF LIFE					A	16.2	25	1435	1845	322	269	116	863	314	494	404	320	339	470	181	309	288	207	137	209	109	303	188
SAT 8.00P 30 NBC 2					B	16.4	27	1453	1822	319	267	94	847	284	465	402	318	342	485	185	307	273	205	154	198	114	292	201
199 98 CS 13					C	15.1	27	1339	1742	309	245	75	849	262	436	389	327	367	458	160	261	238	194	166	168	108	266	174
FALCON CREST					A	15.1	26	1338	1658	307	240	64	942	264	450	432	399	429	499	135	245	243	240	220	102	72	115	72
FRI 10.00P 60 CBS 1					B	15.1	26	1338	1658	307	240	64	942	264	450	432	399	429	499	135	245	243	240	220	102	72	115	72
208 99 GD 13					C	14.5	27	1289	1598	325	242	70	947	231	441	447	423	442	458	119	219	224	215	206	68	43	125	88
10.00 - 10.30					A	15.4	26	1364	1687	306	240	65	951	269	454	434	396	433	517	145	263	251	250	222	104	69	115	74
10.30 - 11.00					A	14.7	26	1302	1638	310	242	64	939	261	448	434	406	427	482	125	228	237	232	219	101	75	116	70
FAMILY TIES					A	22.1	32	1958	1947	400	335	100	861	351	578	494	355	239	577	257	391	369	240	142	188	107	321	217
SUN 8.14P 30 NBC 2					B	20.8	29	1838	1934	390	325	108	842	382	589	497	332	208	587	270	419	389	253	124	196	110	310	206
209 99 CS 17					C	20.0	30	1772	1924	382	331	102	795	373	574	483	318	179	594	291	446	384	250	104	221	119	314	213
8.00 - 8.30					A	21.5	31	1905	1918	389	323	97	851	339	563	481	355	246	577	245	380	364	246	151	177	100	313	216
8.30 - 9.00					A	22.8	32	2020	1978	411	346	104	872	363	593	507	355	232	577	269	404	375	234	131	201	115	328	218
FRANK'S PLACE					A	13.4	19	1187	1565	361	289	62	856	249	439	435	388	368	548	175	295	290	250	219	56	33^	105	66
MON 8.30P 30 CBS 2					B	12.6	19	1116	1573	359	278	63	856	235	421	413	405	383	539	175	292	292	249	211	65	35^	112	60
209 99 CS 5					C	13.1	19	1162	1564	363	275	75	857	249	433	413	393	373	531	174	294	294	250	198	68	36	108	65
FULL HOUSE					A	12.7	20	1125	1807	338	280	88	820	298	490	430	345	294	500	203	340	320	214	139	191	125	297	202
FRI 8.00P 30 ABC 2					B	11.6	18	1028	1759	353	290	70	811	306	484	409	327	294	477	205	330	290	195	126	193	120	279	201
195 94 CS 15					C	9.9	18	881	1736	300	239	86	792	282	456	410	336	289	488	196	315	291	213	136	159	88	298	199
GOLDEN GIRLS					A	23.8	36	2109	1861	346	258	82	942	281	462	434	389	421	540	169	294	292	236	205	143	85	235	154
SAT 9.00P 30 NBC 2					B	24.6	39	2180	1822	322	241	76	918	260	434	415	378	422	552	173	298	283	243	210	135	81	217	155
204 99 CS 16					C	22.3	39	1974	1716	310	227	63	900	233	403	386	377	439	488	139	244	237	219	210	128	79	200	139
GROWING PAINS					A	23.9	34	2118	1854	412	355	124	870	424	622	510	314	210	485	216	352	306	216	110	220	117	278	179
TUE 8.30P 30 ABC 2					B	21.2	32	1878	1849	361	313	122	816	388	576	472	300	205	499	240	373	317	207	103	225	117	309	206
220 99 CS 15					C	22.6	34	2003	1795	354	306	106	773	362	543	451	291	193	482	236	356	303	196	95	236	130	304	208
HAPPY NEW YEAR, C. BROWN (S.R.)					A	10.5	15	930	2054	314	256	113	733	321	502	456	297	186	463	203	338	289	190	108	151	59^	707	468
TUE 8.00P 30 CBS 97 EA																												
HEAD OF THE CLASS					A	17.3	25	1533	1837	358	301	116	784	390	552	489	292	171	508	244	364	339	219	102	205	124	340	233
WED 8.30P 30 ABC 2					B	16.8	26	1488	1845	359	308	120	782	380	547	473	297	181	517	243	378	331	224	108	197	118	348	241
208 97 CS 14					C	16.4	26	1452	1723	337	283	103	752	336	501	436	292	207	483	229	349	304	200	104	203	110	285	188
HIGH MOUNTAIN RANGERS					A	15.8	24	1400	1977	305	222	49	813	177	418	432	429	343	769	219	435	424	402	269	151	56	244	134
SAT 8.00P 60 CBS 2					B	14.3	23	1263	1979	293	207	58	831	188	419	431	440	351	779	212	432	438	421	277	126	56	243	141
209 99 A 2					C	14.3	23	1263	1979	293	207	58	831	188	419	431	440	351	779	212	432	438	421	277	126	56	243	141
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.		
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
HIGH MOUNTAIN RANGERS-CONT'D																												
	8.00 - 8.30				A	15.9	25	1409	1951	293	208	38^	797	159	397	414	423	348	777	219	436	430	408	268	141	49	236	126
	8.30 - 9.00				A	15.7	24	1391	2003	317	236	60	829	195	439	449	435	338	761	219	434	418	397	270	161	65	252	143
HIGHWAY TO HEAVEN																												
WED	8.00P	60	NBC	2	A	17.4	26	1542	1745	307	220	54	924	193	418	405	437	447	524	106	250	246	289	235	132	80	166	109
	205	99	GD	14	B	15.6	24	1382	1821	298	214	51	924	183	409	403	440	448	548	131	271	259	286	234	146	82	203	137
	8.00 - 8.30				C	14.4	23	1278	1746	291	211	60	880	184	390	401	426	420	529	126	249	243	274	242	128	63	208	131
	8.30 - 9.00				A	16.5	25	1462	1739	304	216	49	926	184	409	398	443	456	547	107	256	249	304	251	122	76	144	95
					A	18.3	27	1621	1751	309	223	59	922	201	426	411	432	439	503	105	246	243	275	220	141	84	185	121
HOOPERMAN																												
WED	9.00P	30	ABC	2	A	15.6	24	1382	1744	355	285	116	804	307	501	461	369	245	554	195	364	343	293	149	158	98	228	154
	210	98	OP	13	B	15.1	24	1338	1768	335	280	114	768	309	499	451	350	214	570	217	382	350	284	145	168	106	263	175
					C	16.1	26	1428	1669	320	259	96	773	293	475	440	343	245	544	215	355	325	253	153	149	79	203	132
HOTEL																												
SAT	10.00P	60	ABC	2	A	10.6	18	939	1689	370	301	90	838	254	474	452	422	324	491	191	289	265	207	170	160	124	200	113
	208	99	GD	13	B	10.4	18																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD.	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN	LOH 18-49	W O M E N					M E N					T E E N S		CHILDREN					
	#STNS	CVG%	TYPE	T/C		%	%		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-	
EVENING CONT'D																													
KNOTS LANDING																													
THU	10.00P	60	CBS	1	A	17.0	28	1506	1622	386	316	79	938	333	554	497	400	332	467	182	300	271	208	143	109	67	109	72	
	209	99	GD	13	B	17.0	28	1506	1622	386	316	79	938	333	554	497	400	332	467	182	300	271	208	143	109	67	109	72	
	10.00 - 10.30				C	15.3	26	1358	1537	377	301	87	920	322	526	472	390	338	436	179	270	247	183	136	83	44	97	63	
	10.30 - 11.00				A	16.9	27	1497	1634	384	316	80	933	325	546	489	401	337	473	186	308	280	210	143	111	69	116	77	
					A	17.1	29	1515	1610	387	316	77	942	341	561	506	400	328	461	179	292	263	205	143	106	65	101	67	
L.A. LAW																													
THU	10.00P	60	NBC	1	A	21.7	36	1923	1735	362	298	101	848	336	570	537	392	219	661	262	460	443	325	150	114	61	112	60	
	212	99	GD	11	B	21.7	36	1923	1735	362	298	101	848	336	570	537	392	219	661	262	460	443	325	150	114	61	112	60	
	10.00 - 10.30				C	18.7	33	1660	1604	340	272	103	799	304	512	482	369	235	628	240	413	387	303	173	92	54	85	45	
	10.30 - 11.00				A	22.0	35	1949	1739	361	296	107	853	338	573	544	394	220	642	255	448	434	318	148	118	63	125	68	
					A	21.3	37	1887	1739	366	302	95	846	335	570	532	390	218	684	270	474	455	335	154	110	59	99	52	
MACGYVER																													
MON	8.00P	60	ABC	1	A	15.3	22	1356	1805	269	210	99	762	214	427	381	377	292	689	206	410	403	355	227	139	51	216	137	
	209	97	A	13	B	15.3	22	1356	1805	269	210	99	762	214	427	381	377	292	689	206	410	403	355	227	139	51	216	137	
	8.00 - 8.30				C	12.7	20	1122	1673	256	197	64	713	190	366	344	355	301	664	210	368	347	320	237	128	58	168	97	
	8.30 - 9.00				A	14.5	20	1285	1778	273	207	97	779	218	425	378	380	312	664	190	378	373	343	238	135	50	200	129	
					A	16.1	23	1426	1831	265	213	102	747	211	428	385	375	275	712	222	439	430	367	218	142	53	230	143	
MARRIED...WITH CHILDREN																													
					A	4.3	6	381	2099	355	339	124^	760	452	633	509	247	113^	732	446	622	450	243	63^	287	110^	320	234	

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME DAYTIME DURNETNO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOTAL WORKING LOH PERS WOMEN 18-49 18- W/CH				WOMEN 18- 18- 25- 35- (2+) 18+ 49 <3 TOTAL 34 49 54 64 55+					MEN 18- 18- 25- 35- TOTAL 34 49 54 64 55+					TEENS TOT. FEM. 12- 12- 17 17		CHILDREN TOT. TOT. 2- 6- 11 11					
EVENING CONT'D																														
MOONLIGHTING-CONT'D																														
	9.00 - 9.30					A	19.5	29	1728	1688	400	349	152	830	448	645	540	293	150	484	254	385	340	198	73	186	104	188	117	
	9.30 - 10.00					A	18.7	28	1657	1631	377	335	162	817	451	653	543	285	139	490	261	399	357	195	67	157	88	166	100	
MY TWO DAD'S																														
SUN	8.44P	30	NBC	2	A	22.9	33	2029	1937	406	338	93	859	337	580	507	375	237	589	251	396	387	254	147	205	117	284	192		
	206	99	CS	14	B	21.2	30	1878	1867	388	328	98	828	368	577	482	332	212	564	260	398	369	236	126	210	117	264	175		
	8.30 - 9.00				C	17.9	26	1585	1871	377	330	100	793	373	580	489	318	172	557	269	418	367	237	101	234	129	287	200		
	9.00 - 9.30				A	21.1	30	1869	1960	419	350	103	877	360	598	521	366	232	568	260	395	379	233	131	201	114	314	206		
					A	24.9	36	2206	1920	394	327	83	843	316	564	494	385	242	611	242	398	395	274	163	209	119	257	178		
NBC MONDAY NIGHT MOVIES																														
MON	9.00P	120	NBC	2	A	23.8	35	2109	1700	394	311	88	944	302	573	550	466	300	490	156	302	286	265	148	141	75	126	75		
	202	99	FF	15	B	20.4	32	1807	1720	387	308	87	946	298	571	538	468	311	491	153	287	275	263	165	148	81	135	85		
					C	17.5	27	1551	1636	341	271	85	878	283	509	467	412	308	478	161	289	269	238	156	136	79	144	88		
THE ANN JILLIAN STORY																														
	9.00 - 9.30				A	22.9	32	2029	1783	379	299	81	924	301	552	517	446	301	503	173	315	279	258	150	169	86	188	112		
	9.30 - 10.00				A	23.5	33	2082	1730	386	303	87	948	299	575	551	471	301	493	150	296	283	272	156	150	84	139	81		
	10.00 - 10.30				A	24.4	37	2162	1656	407	322	95	952	308	581	565	470	297	476	151	291	284	258	145	131	70	98	59		
	10.30 - 11.00				A	24.3	40	2153	1645	404	322	91	955	301	583	567	479	302	490	150	306	299	275	142	117	60	84	52		
NBC SUNDAY NIGHT MOVIE																														
SUN	9.14P	120	NBC	2	A	19.7	32	1745	1714	322	240	57	751	215	427	412	386	276	743	239	452	452	375	235	130	67	91	66		
	203	99	FF	14	B	18.9	32	1676	1705	356	296	84	797	347	529	440	324	228	669	287	454	420	293	169	126	72	113	67		
					C	17.0	28	1509	1733	349	290	93	802	335	537	464	342	218	628	277	439	393	277	144	161	89	143	91		
MAN AGAINST THE MOB																														
	9.00 - 9.30				A	19.7	29	1745	1799	350	267	52	799	242	472	444	401	284	693	232	409	421	324	225	168	100	140	105		
	9.30 - 10.00				A	19.9	30	1763	1725	320	239	47	757	221	437	421	384	277	729	236	440	448	362	231	136	72	102	78		
	10.00 - 10.30				A	20.3	32	1799	1698	322	241	63	745	209	420	408	386	273	736	239	454	446	376	228	128	61	89	64		
	10.30 - 11.00				A	19.5	33	1728	1698	320	236	63	735	205	413	402	388	273	775	242	475	472	404	245	117	57	71	46		
	11.00 - 11.30				A	18.3	35	1621	1675	297	216	61	731	206	399	384	368	281	783	254	480	474	400	248	105	49	56	36		
NEWHART																														
MON	9.00P	30	CBS	2	A	17.2	24	1524	1595	337	290	92	785	295	490	449	333	263	586	208	371	382	280	174	122	62	102	65		
	207	98	CS	15	B	15.8	23	1400	1635	356	294	97	816	299	484	449	353	292	569	209	356	351	268	176	111	55	139	90		
					C	16.9	25	1501	1608	373	297	103	845	307	494	466	357	295	524	196	334	318	244	162	104	61	135	86		
NIGHT COURT																														
THU	9.30P	30	NBC	2	A	25.5	39	2259	1844	400	347	119	865	367	607	556	369	209	608	264	451	418	286	117	173	81	198	123		
	205	99	CS	12	B	19.6	35	1737	1877	389	334	103	871	324	567	523	383	250	606	255	427	384	278	137	188	99	213	137		
					C	22.7	36	2012	1662	366	305	109	814	327	534	485	355	230	570	241	392	358	253	140	143	76	136	78		
OLDEST ROOKIE																														
WED	8.00P	60	CBS	1	A	9.9	15	877	1654	270	206	69	767	211	387	356	369	343	653	120	319	316	343	298	91	35	143	81		
	203	96	OP	12	B	9.9	15	877	1654	270	206	69	767	211	387	356	369	343	653	120	319	316	343	298	91	35	143	81		
	8.00 - 8.30				C	10.6	17	941	1596	263	189	65	785	189	378	380	395	351	586	146	285	288	300	257	87	38	138	78		
	8.30 - 9.00				A	9.9	15	877	1632	266	208	72	756	214	388	350	363	336	646	126	322	305	328	295	94	39	137	80		
					A	9.8	14	868	1692	277	206	66	785	211	389	366	378	353	667	116	319	331	362	303	88	32	152	82		
OLYMPIC DIARY-MON																														
	CONT'D				A	12.8	20	1134	1651	210	158	59	657	193	365	322	332	257	774	246	473	434	426	246	100	26	119	64		

FOR EXPLANATION OF SYMBOLS, SEE PAGE II

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C					(2+)	18+	49	18-49 W/CH <3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11
EVENING CONT'D																												
OLYMPIC DIARY-MON-CONT'D																												
MON	10.33P	1	ABC	2	B	9.7	16	855	1598	219	165	52^	663	191	360	318	321	266	745	253	446	422	376	233	87	27^	104	55
	215	99	SC	16	C	12.5	20	1111	1667	248	192	58	688	193	362	339	343	282	690	228	404	381	336	226	129	57	161	94
OLYMPIC DIARY-TUE																												
TUE	10.40P	1	ABC	2	A	13.2	23	1170	1568	376	333	165	825	494	674	550	258	132	518	277	406	400	206	72	82	59	143	77
	214	99	SC	16	B	12.0	22	1063	1605	353	314	148	815	439	638	526	293	147	519	261	406	388	219	72	123	77	148	91
					C	14.0	25	1244	1574	357	309	137	836	421	619	525	317	178	497	243	374	338	206	91	117	70	124	76
OLYMPIC DIARY-WED																												
WED	10.44P	1	ABC	2	A	13.7	23	1214	1505	366	307	86	909	346	523	440	341	342	424	183	240	197	151	162	83	60	89	54
	216	99	SC	15	B	13.7	23	1209	1545	365	305	82	880	325	502	427	351	334	442	193	258	204	163	157	100	65	123	68
					C	14.4	26	1273	1541	340	273	83	885	287	482	440	374	355	450	171	265	243	196	150	97	57	110	71
OLYMPIC DIARY-THU																												
THU	10.34P	1	ABC	2	A	6.8	12	602	1701	195	151	79^	646	173	339	286	302	284	789	212	456	428	446	275	132	20^	134	61^
	208	98	SC	15	B	7.7	15	678	1649	263	210	70	691	216	395	352	313	256	707	225	413	389	354	230	116	38^	136	72
					C	9.8	18	872	1641	278	215	73	724	228	416	387	356	260	653	232	409	376	317	195	123	54	141	94
OLYMPIC DIARY-FRI																												
FRI	10.50P	1	ABC	2	A	15.9	28	1409	1637	358	275	81	832	276	499	501	417	262	615	215	365	375	278	200	104	61	85	54
	218	99	SC	17	B	13.5	24	1192	1662	332	251	76	800	245	454	460	406	276	674	222	411	411	324	208	98	49	90	59
					C	12.6	24	1120	1612	302	224	88	805	239	443	435	395	297	630	195	371	377	307	204	86	40	90	53
OLYMPIC DIARY-SAT																												
					A	5.9	10	523	1468	248	173	17^	808	122	286	309	458	462	571	121^	262	248	284	262	37^	20^	53^	24^
SAT																												
	6.58P	1	ABC	2	B	7.6	13	669	1626	241	172	43^	798	148	307	319	399	434	654	184	330	303	298	272	75	29^	99	54^
	186	93	SC	5	C	6.8	13	600	1533	217	145	47^	749	143	275	294	330	411	644	153	289	293	298	294	53^	18^	87	47^
OLYMPIC DIARY-SAT 1																												
SAT	10.44P	1	ABC	2	A	10.7	18	948	1713	386	311	81	858	265	485	462	430	330	517	200	305	286	230	176	142	110	196	117
	208	99	SC	16	B	10.8	19	952	1720	388	314	77	865	267	501	448	431	328	530	207	323	294	236	170	134	93	190	124
					C	9.0	17	801	1597	337	269	82	826	259	448	418	377	325	494	187	290	279	221	161	119	77	157	97
OLYMPIC DIARY-SUN																												
SUN	6.58P	1	ABC	2	A	9.0	14	797	1644	226	176	75^	790	215	363	340	328	383	577	146	296	322	292	230	90	41^	187	93
	168	88	SC	18	B	8.7	14	771	1650	214	158	75	786	221	353	335	323	390	588	164	299	328	276	244	70	42^	205	119
					C	7.1	13	632	1590	224	167	53	748	168	316	315	333	385	604	154	291	297	295	263	82	41	156	98
OLYMPIC DIARY-SUN 1																												
SUN	10.43P	1	ABC	2	A	12.6	21	1116	1616	367	302	76	928	283	546	501	467	318	540	156	323	346	287	162	71	50^	76	37^
	215	99	SC	15	B	11.4	19	1006	1609	367	298	73	919	259	524	507	477	323	547	120	302	335	326	187	68	44^	75	44^
					C	11.0	19	974	1687	335	257	86	846	224	458	456	438	319	630	176	369	371	351	202	101	50	110	74
OUR HOUSE																												
SUN	7.14P	60	NBC	2	A	14.4	21	1276	1853	345	276	67	810	234	471	437	374	291	642	202	362	398	330	206	143	85	258	179
	204	99	GD	15	B	14.2	21	1258	1852	338	270	78	787	277	473	432	342	259	635	234	398	401	312	175	153	85	277	190
	7.00 - 7.30				C	12.7	20	1127	1832	338	275	72	812	260	458	432	357	300	591	211	366	346	283	174	166	88	264	180
	7.30 - 8.00				A	12.8	19	1134	1810	312	249	58	771	215	435	395	353	291	724	246	419	443	368	218	118	68	197	132
	8.00 - 8.30				A	12.7	19	1125	1856	338	271	63	811	220	468	442	380	293	639	178	347	401	345	209	143	87	263	182
					A	19.8	29	1754	1887	379	303	78	842	269	503	463	383	290	589	204	340	362	281	195	161	96	295	211
PERFECT STRANGERS																												
WED	8.00P	30	ABC	2	A	17.3	26	1533	1838	377	306	117	816	378	551	491	314	204	511	231	349	334	223	115	193	117	319	208
	212	97	CS	14	B	16.4	26	1449	1864	361	300	116	805	364	540	471	318	208	525	236	368	340	232	118	200	118	334	224
					C	15.8	26	1396	1719	333	276	100	772	321	489	425	302	235	480	215	335	294	202	115	188	102	280	185
PRESIDENTIAL PORTRAIT CONT'D																												
					A	14.4	23	1271	1626	313	244	60	856	260	444	413	394	354	530	158	283	260	262	218	109	51	131	66

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18- W/CH <3	W O M E N					M E N					T E E N S		CHILDREN					
DAY	TIME	DUR	NET	NO. OF																									
#STNS	CVG%	TYPE	T/C																										
EVENING CONT'D																													
PRESIDENTIAL PORTRAIT-CONT'D																													
TUE&THU	9.58P	1	CBS	5	B	11.8	20	1049	1659	318	239	64	848	250	427	394	389	367	560	163	298	275	274	231	98	47	152	89	
	209	99	DO	40	C	12.9	21	1142	1593	321	237	73	846	241	433	419	395	351	544	164	297	286	270	210	90	45	113	71	
PRIVATE EYE																													
FRI	10.00P	60	NBC	1	A	10.4	18	921	1834	328	258	61^	779	197	461	437	438	276	762	253	464	422	392	224	145	86	149	98	
	203	99	PD	12	B	10.4	18	921	1834	328	258	61^	779	197	461	437	438	276	762	253	464	422	392	224	145	86	149	98	
	10.00 - 10.30				C	10.5	20	928	1730	313	248	69	769	249	471	430	389	252	673	226	408	393	346	211	133	66	155	93	
	10.30 - 11.00				A	10.4	17	921	1855	322	261	73	776	211	472	436	423	267	753	260	464	424	382	216	154	87	172	107	
					A	10.4	18	921	1814	335	254	50^	782	182	451	439	454	284	771	246	465	420	402	233	136	84	125	89	
PURSUIT OF HAPPINESS																													
FRI	9.30P	30	ABC	2	A	11.7	19	1037	1700	359	298	104	859	290	505	453	383	301	515	185	330	320	245	163	131	73	197	150	
	211	99	CS	11	B	11.4	18	1006	1763	350	286	89	839	296	503	447	369	285	560	210	357	329	266	174	155	97	210	145	
					C	9.1	15	803	1704	308	234	78	812	261	451	408	363	307	527	193	329	310	240	160	148	84	217	147	
RAGS TO RICHES																													
FRI	8.00P	60	NBC	1	A	8.8	14	780	1891	342	274	56^	837	238	461	455	390	310	486	159	281	270	206	173	204	148	364	247	
	200	97	CS	11	B	8.8	14	780	1891	342	274	56^	837	238	461	455	390	310	486	159	281	270	206	173	204	148	364	247	
	8.00 - 8.30				C	10.0	18	887	1770	304	235	51	793	226	413	410	369	320	464	146	257	254	220	169	182	129	331	221	
	8.30 - 9.00				A	8.8	14	780	1898	353	284	51^	869	233	459	447	402	342	505	165	287	269	208	188	203	147	321	210	
					A	8.8	14	780	1885	330	264	62^	805	244	462	463	378	278	467	152	274	271	204	159	204	149	408	284	
ST. ELSEWHERE																													
WED	10.00P	60	NBC	1	A	16.2	27	1435	1611	369	303	132	889	358	587	538	411	247	560	216	379	341	258	153	80	70	82	37^	
	203	99	GD	12	B	16.2	27	1435	1611	369	303	132	889	358	587	538	411	247	560	216	379	341	258	153	80	70	82	37^	
	10.00 - 10.30				C	13.9	24	1232	1514	337	272	115	838	318	535	509	395	243	513	208	343	321	232	141	88	55	75	44	
	10.30 - 11.00				A	16.2	26	1435	1618	378	309	132	897	364	593	541	415	250	552	210	371	341	260	151	80	70	89	42^	
					A	16.2	27	1435	1604	359	298	132	880	352	581	535	407	245	569	221	387	341	257	155	80	70	76	32^	
SECOND CHANCE(R)																													
SAT	9.30P	30	FOX	2	A	3.3	5	292	1993	292	257	75^	649	374	516	382	223	117^	405	303	380	283	90^	26^	391	248	548	435	
	110	83	CS	11	B	2.9	5	253	1955	266	245	62^	646	324	480	353	243	156^	506	276	434	362	187	61^	378	223	424	318	
					C	2.6	5	234	1754	278	244	66^	621	286	447	360	274	145	528	264	398	338	201	101^	293	150	312	235	
SIMON & SIMON																													
THU	9.00P	60	CBS	1	A	15.4	23	1364	1673	288	223	84	817	241	442	407	380	317	600	182	329	334	313	222	101	65	155	96	
	207	99	PD	4	B	15.4	23	1364	1673	288	223	84	817	241	442	407	380	317	600	182	329	334	313	222	101	65	155	96	
	9.00 - 9.30				C	12.9	20	1145	1631	267	189	73	811	207	400	385	388	350	583	178	315	314	295	218	89	49	149	85	
	9.30 - 10.00				A	14.8	22	1311	1707	274	211	85	805	231	436	405	380	313	633	189	347	354	334	236	102	65	167	105	
					A	15.9	24	1409	1651	303	236	83	832	252	449	412	383	324	572	177	315	317	295	211	102	66	145	88	
60 MINUTES																													
SUN	7.00P	60	CBS	2	A	22.3	33	1976	1595	283	191	28^	807	152	300	315	380	431	714	151	326	347	363	330	39	25^	35	17^	
	211	99	DN	17	B	22.2	33	1962	1589	293	197	33	812	155	310	329	376	431	699	148	317	323	349	332	39	24	39	22^	
	7.00 - 7.30				C	21.8	35	1928	1557	280	190	43	758	148	299	313	347	398	705	170	335	345	341	314	42	18	52	28	
	7.30 - 8.00				A	21.2	32	1878	1577	278	189	27^	812	149	295	309	379	442	692	144	307	329	345	330	40	28^	34^	16^	
					A	23.5	35	2082	1605	286	192	30^	800	153	304	319	380	419	731	157	342	362	378	328	38	23^	35	18^	
SLAP MAXWELL																													
WED	9.30P	30	ABC	2	A	12.0	19	1063	1691	332	264	128	834	312	512	451	377	276	571	229	386	349	272	152	110	77	176	103	
	207	98	CS	13	B	12.2	19	1081	1714	314	253	120	777	309	483	424	347	245	590	243	395	352	273	151	136	92	211	128	
					C	13.4	22	1187	1620	319	256	100	782	291	477	444	350	253	555	216	362	337	268	150	123	65	158	93	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME							HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN					
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
#STNS	CVG%	TYPE							(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11		
EVENING CONT'D																														
SLEDGE HAMMER							A	8.5	12	753	1776	209	175	69^	692	210	405	375	324	259	646	250	449	391	286	178	113	63^	326	209
THU 8.00P 30 ABC 2							B	8.3	13	731	1748	221	173	56^	716	193	396	371	351	289	674	218	430	396	334	209	110	64	248	157
207 97 CS 15							C	7.6	12	675	1670	222	170	66	687	208	351	334	314	291	618	216	378	343	295	200	119	42	246	170
SPENSER: FOR HIRE							A	15.3	22	1356	1800	316	243	76	806	203	438	419	431	308	707	193	392	387	382	258	107	60	180	104
SUN 8.00P 60 ABC 2							B	13.2	19	1165	1856	292	233	86	776	227	447	413	393	283	718	227	443	418	377	220	123	61	239	143
211 98 PD 12							C	10.7	16	949	1820	319	255	93	779	246	454	421	380	275	679	227	421	394	355	208	128	57	234	133
8.00 - 8.30							A	14.4	21	1276	1812	320	243	76	808	208	440	422	432	307	702	202	391	390	370	251	105	55	196	115
8.30 - 9.00							A	16.3	23	1444	1779	310	241	75	800	197	435	413	427	308	707	185	391	382	391	263	108	63	164	94
SPORTSBREAK-SAT							A	12.2	19	1081	1843	306	246	89	798	245	477	465	397	263	683	226	421	389	335	221	147	68	214	129
SAT 9.58P 1 CBS 2							B	11.0	18	975	1827	331	268	93	816	248	474	471	411	276	672	196	403	399	351	218	137	64	202	130
209 99 SN 16							C	8.3	15	733	1665	293	223	66	794	219	407	403	372	329	630	181	350	360	317	224	105	48	136	85
SPORTSBREAK-SUN							A	13.3	20	1178	1553	243	187	36^	713	187	362	352	348	290	700	151	359	386	404	270	80	28^	59	40^
SUN 9.55P 1 CBS 2							B	17.2	26	1524	1742	300	214	57	781	189	401	424	407	308	768	182	411	424	433	286	84	37	108	72
210 99 SN 16							C	17.6	27	1559	1657	338	242	66	878	219	444	445	443	363	615	154	315	316	332	249	78	36	86	53
THIRTYSOMETHING							A	13.9	24	1232	1600	385	342	160	834	490	671	553												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49	W/CH	18- 18- 25- 35-					18- 18- 25- 35-					TOT.	FEM.	TOT.	TOT.		
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	2- 6-	11
EVENING CONT'D																												
227					A	18.5	28	1639	1870	332	273	94	893	311	498	427	341	359	518	204	343	327	223	140	177	93	283	180
SAT	8.30P	30	NBC	2	B	18.7	30	1652	1830	324	269	81	872	283	464	411	339	365	515	201	327	296	213	159	169	92	274	192
	197	99	CS	14	C	17.1	30	1513	1752	316	247	65	881	255	431	395	353	401	470	156	260	242	201	178	153	94	248	167
U.S. FIGURE SKATING(S)					A	11.4	17	1010	1787	344	271	58^	898	225	444	471	455	372	585	156	293	303	274	239	92	68	213	132
SAT	8.00P	120	ABC																									
	212	99	SE																									
	8.00 - 8.30				A	10.7	17	948	1704	304	240	50^	869	217	389	430	414	391	581	149	266	283	262	262	58^	37^	195	118
	8.30 - 9.00				A	10.7	16	948	1773	326	253	57^	919	220	419	455	451	412	583	138	268	285	263	263	65^	46^	207	124
	9.00 - 9.30				A	10.8	16	957	1837	385	297	54^	929	238	475	504	490	363	606	164	308	319	284	239	90	72	213	134
	9.30 - 10.00				A	13.3	20	1178	1840	359	291	69	886	227	484	495	465	335	577	170	325	323	286	204	142	107	234	150
VALERIE'S FAMILY					A	20.1	28	1781	2003	365	306	87	833	335	561	486	354	219	502	232	372	283	219	111	261	115	407	268
MON	8.30P	30	NBC	2	B	18.5	28	1639	2005	358	302	89	855	334	565	488	374	240	493	216	346	279	219	123	242	112	415	275
	203	99	CS	11	C	17.4	26	1542	1883	330	285	101	754	329	529	452	306	185	462	220	350	296	197	92	258	129	409	273
WEREWOLF(R)					A	4.6	7	408	2202	380	356	124^	863	502	729	569	337	77^	678	375	609	488	280	37^	296	140^	364	270
SUN	8.00P	30	FOX	2	B	4.3	6	377	2099	350	336	115^	765	429	657	519	310	75^	690	404	614	485	249	54^	266	122	377	270
	121	87	SM	12	C	4.1	6	364	2032	338	300	88	711	388	584	449	284	90	682	388	574	468	265	77^	278	124	362	229
WEST 57TH					A	12.0	20	1063	1747	317	260	66	787	258	494	479	402	232	703	241	433	410	338	214	133	50^	124	78
SAT	10.00P	60	CBS	2	B	10.6	18	935	1702	304	243	68	785	238	448	458	408	258	696	230	418	410	336	220	106	45^	115	74
	208	99	DN	15	C	7.5	14	664	1594	300	232	67	772	230	418	421	368	290	640	196	380	382	313	212	85	37^	97	56
	10.00 - 10.30				A	13.4	22	1187	1769	324	265	68	791	254	501	478	411	231	717	253	452	420	344	208	130	44^	131	87
	10.30 - 11.00				A	10.6	18	939	1720	307	252	64^	783	263	486	479	390	234	686	225	410	397	330	222	137	59^	114	65^
WHO'S THE BOSS?					A	22.1	32	1958	1845	397	339	110	851	384	585	483	323	227	536	242	381	328	234	123	201	105	257	169
TUE	8.00P	30	ABC	2	B	20.3	31	1794	1809	351	295	113	803	357	537	447	304	227	517	238	373	324	220	115	198	100	292	195
	220	99	CS	15	C	21.4	34	1894	1761	347	294	100	774	339	517	436	300	214	480	225	339	292	201	107	210	116	297	203
WISEGUY					A	11.0	17	975	1576	347	293	87	788	301	522	460	348	232	602	217	407	413	301	141	114	27^	72	55^
MON	10.00P	60	CBS	1	B	11.0	17	975	1576	347	293	87	788	301	522	460	348	232	602	217	407	413	301	141	114	27^	72	55^
	210	99	OP	1	C	11.0	17	975	1576	347	293	87	788	301	522	460	348	232	602	217	407	413	301	141	114	27^	72	55^
	10.00 - 10.30				A	11.2	17	992	1585	369	314	89	814	316	549	477	358	234	582	210	393	393	287	141	112	29^	76	59^
	10.30 - 11.00				A	10.8	18	957	1566	324	271	84	760	285	493	443	338	230	622	224	422	433	316	141	116	25^	67	52^
WOMEN IN PRISON(R)					A	2.0	3	177	1678	171^	169^	67^	446	216^	302^	263^	176^	95^	432	268^	347^	214^	103^	85^	294^	211^	506	393
SAT	8.30P	30	FOX	2	B	2.2	4	195	1712	247	235	80^	553	254	404	333	246	114^	568	302	442	358	200^	99^	222^	173^	369	263
	106	82	CS	11	C	2.5	4	224	1640	280	227	71^	590	230	384	350	298	159	546	241	379	327	221	138	207	124^	298	206

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD.	SH %	AVG. AUD. 0,000		WORKING WOMEN	18-19	W O M E N					M E N					T E E N S			C H I L D R E N			TOT. MALE	FEM.	TOT.		
													18-19	20-24	25-34	35-44	45-54	18-19	20-24	25-34	35-44	45-54	12-17	18-24	25-34	2-11	12-17	18-24					
#STNS	CVG%	TYPE											TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	14	5	11	11			
EARLY EVENING NEWS																																	
ABC WORLD NEWS TONIGHT										A	12.7	21	1127	258	192	797	171	358	359	401	387	596	139	272	287	291	273	33	42	33	51	28^	26^
MON-FRI 6.30P 30 ABC 9										B	12.3	21	1088	262	191	795	171	347	356	404	391	597	139	268	287	292	273	35	47	37	46	30	24^
215 99 N 73										C	10.7	20	952	227	162	757	147	303	308	364	406	580	132	256	274	271	272	26^	27^	26^	40	24^	21^
ABC WRLD NEWS TONIGHT-SAT										A	5.6	9	496	236	141	831	134	272	281	447	487	536	97^	206	211	258	274	22v	13v	3v	25v	19v	19v
SAT 6.30P 30 ABC 2										B	7.2	13	633	233	149	795	141	286	303	396	446	645	177	308	296	290	277	26^	29^	29^	39^	35^	27^
186 93 N 5										C	6.4	12	568	205	128	746	129	254	277	347	428	651	171	294	295	290	292	27^	21^	27^	44^	26^	21^
ABC WRLD NEWS TONIGHT-SUN										A	8.7	14	771	220	155	805	159	300	289	356	453	584	126	257	277	279	272	52^	28^	46^	45^	28^	11v
SUN 6.30P 30 ABC 2										B	8.2	13	727	219	148	803	159	299	306	365	449	607	138	276	301	289	279	33^	29^	35^	37^	38^	33^
168 88 N 15										C	6.9	13	610	216	155	754	142	272	277	327	435	607	138	266	269	287	295	34^	27^	32^	30^	25^	27^
CBS EVENING NEWS-RATHER										A	13.1	21	1164	238	160	778	130	290	308	344	431	618	112	254	241	299	331	34	25^	31	34	31	33
MON-FRI 6.30P 30 CBS 10										B	13.0	22	1151	237	153	776	124	284	302	349	436	623	117	256	251	299	331	29	25	30	35	27	30
210 99 N 79										C	11.8	22	1050	220	134	749	125	266	291	331	426	593	108	232	235	282	325	28	21^	26	37	22^	23^
CBS EVENING NEWS-SUNDAY										A	7.7	13	682	249	166	771	103	257	292	371	446	579	98	246	268	312	296	13v	50^	28^	33^	18v	11v
SUN 6.00P 30 CBS 2										B	7.7	13	682	247	172	786	106	265	296	356	459	603	106	259	251	288	313	11v	37^	22^	22^	13v	8v
186 89 N 4										C	7.0	13	616	222	138	752	108	230	267	312	459	608	115	258	252	283	318	19^	27^	27^	20^	11v	5v
NBC NIGHTLY NEWS										A	12.4	20	1102	233	159	797	142	301	326	362	427	613	163	302	299	279	268	30^	30^	31	51	24^	30^
MON-FRI 6.30P 30 NBC 9										B	11.9	20	1052	224	152	803	138	299	319	357	434	608	150	287	288	277	276	29	32	32	44	28	30
204 99 N 74										C	10.7	20	946	208	144	786	128	278	309	341	441	597	140	258	265	261	292	30	33	31	34	20^	22^
NBC NIGHTLY NEWS-SAT.										A	9.0	15	797	215	131	842	130	232	264	315	504	516	100	188	182	220	308	11v	30^	16v	64^	29^	41^
SAT 6.30P 30 NBC 2										B	9.1	16	802	206	135	796	145	248	278	281	480	601	146	249	232	236	326	21^	27^	21^	57	29^	42^
172 92 N 14										C	8.8	17	784	180	112	780	112	219	251	293	499	604	124	224	228	246	339	21^	22^	21^	33^	18^	20^

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL		WORKING WOMEN		W O M E N					M E N					T E E N S					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	18- 18+	25- 49	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	5.5	16	486	1393	239	177	188	65^	690	180	359	331	392	359	69^	588	209	324	299	368	342	32^	21^
MON-FRI 11.30P 31 ABC 8					B	5.4	15	474	1439	258	193	203	75	712	191	370	343	403	362	76	593	213	331	299	376	350	37^	26^
212 98 N 55					C	5.3	16	473	1421	251	181	189	68	718	181	352	331	394	356	64	592	175	316	293	356	328	25^	23^
11.30 - 12.00					A	5.5	16	487	1397	240	177	189	65^	692	181	360	332	394	361	69	589	209	325	299	368	343	32^	22^
12.00 - 12.30					A	4.5	15	399	1348	246	181	185	67^	674	167	346	315	372	338	66^	574	213	332	309	369	345	34^	12v
ABC WEEKEND REPORT-SAT.					A	2.2	6	195	1396	413	343	320^	40v	758	216^	448	448	470	430	53v	406	157^	238^	225^	257^	237^	21v	35v
SAT 11.30P 15 ABC 2					B	2.2	6	190	1594	366	291	294	64^	777	208^	455	436	479	434	119^	523	222^	360	354	406	304	22v	53v
139 74 N 15					C	2.0	6	180	1416	305	249	233	84^	714	197	383	354	406	367	71^	543	173	304	283	345	308	20v	38^
ABC WEEKEND REPORT-SUN.					A	1.9	7	168	1579	206^	176^	126^	138^	660	233^	383	353^	385	287^	36v	571	233^	513	509	515	509	44v	10v
SUN 11.30P 15 ABC 2					B	2.2	7	195	1525	254	195^	166^	83^	705	208^	378	365	405	341	79^	571	250	489	460	480	451	28v	17v
146 80 N 15					C	2.1	8	185	1395	246	202	199	56^	666	170	348	336	397	360	55^	587	187	384	369	423	403	38^	23v
CBS LATE NIGHT I					A	4.1	15	363	1434	319	266	250	91^	758	249	459	403	425	407	109	566	179	346	334	404	329	23v	25v
MON 11.30P 65 CBS 6					B	4.1	15	365	1506	299	240	236	102	766	244	434	385	438	411	115	595	190	365	348	407	333	31^	33^
173 84 FF 61					C	3.7	15	329	1380	274	204	220	82	755	209	391	362	419	383	66^	516	177	312	297	349	312	21^	26^
TUE&WED 11.30P 66					A	4.4	14	387	1442	339	283	260	99	764	255	462	409	437	411	107	569	178	346	334	410	338	23v	27^
11.30 - 12.00																												
12.00 - 12.30					A	3.9	16	343	1434	301	249	240	84^	758	245	458	400	416	406	111	564	179	344	334	401	322	24v	21v
12.30 - 1.00					A	3.7	18	329	1458	316	267	251	90^	756	251	463	405	419	404	111	584	199	371	353	407	326	17v	28v
CBS LATE NIGHT I(B)					A	3.3	12	292	1590	358	270	279	94^	788	175^	371	329	409	385	146^	654	239	445	430	544	441	29v	35v
THU 11.30P 66 CBS 6																												
137 64 FF																												
11.30 - 12.00					A	3.5	11	310	1620	386	292	291	119^	829	190^	398	346	427	394	120^	626	191^	396	380	486	410	30v	47v
12.00 - 12.30					A	3.2	13	284	1555	329	245	263	74^	751	162^	344	311	391	375	174^	672	280	483	466	586	459	30v	24v
12.30 - 1.00					A	3.0	15	266	1499	332	250	270	54v	693	148^	328	308	373	357	137^	683	279	499	499	620	499	16v	19v
CBS LATE NIGHT II					A	2.3	12	205	1449	304	250	222	112^	744	261	478	421	443	405	111^	575	225	375	349	403	328	23v	32v
MON 12.35A 50 CBS 8					B	2.5	12	217	1448	292	247	221	99^	717	235	450	408	440	402	126^	586	246	413	391	437	349	34v	37^
171 83 FF 76					C	2.3	14	205	1343	299	230	239	94^	721	230	423	390	443	402	83^	502	212	346	326	374	322	21v	30v
TUE 12.36A 50																												
WED 12.36A 46																												
FRI 12.30A 53																												
12.30 - 1.00					A	2.4	11	217	1449	299	250	230	105^	736	251	472	415	435	412	101^	563	209	366	344	395	328	26v	45^
1.00 - 1.30					A	2.2	12	194	1431	305	247	209	118^	743	269	478	423	447	392	121^	583	240	382	351	408	324	20v	16v
CBS LATE NIGHT II(B)					A	2.0	12	177	1578	338^	258^	276^	80v	695	144^	391	389	427	377	89v	669	239^	491	457	578	548	30v	28v
THU 12.36A 50 CBS 8																												
137 64 FF																												
12.30 - 1.00					A	2.1	12	186	1536	349	247^	283^	52v	676	129^	345	340^	388	367	111^	675	239^	484	448	571	518	32v	26v
1.00 - 1.30					A	1.9	12	168	1627	329^	270^	270^	109^	717	161^	440	440	468	388	66v	665	241^	501	468	588	581	28v	29v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS		WORKING WOMEN		W O M E N					M E N					M E N					12-17	17-19			
									(2+)	18+	18-49	25-54	15-24	TOTAL	34	49	49	54	54	15-24	TOTAL	34	49	49	54	54						
LATE FRINGE CONT'D																																
CBS NEWS NIGHTWATCH-1					A	0.9	8	78	1395	283	224	266	103	751	354	512	446	504	466	126	511	260	343	319	407	374	82	<<				
M-THSU	2.00A	30	CBS	9	B	0.9	8	81	1376	249	178	194	95	684	282	435	391	435	393	113	560	231	374	343	443	399	59	20				
					C	0.9	9	77	1252	275	206	201	75	698	250	392	360	412	382	75	460	196	327	299	334	299	18	16				
CBS NEWS NIGHTWATCH-2					A	0.8	10	74	1385	329	220	279	96	773	336	522	465	526	486	135	474	246	310	280	373	330	90	<<				
M-THSU	2.30A	30	CBS	9	B	0.8	10	75	1366	325	200	234	75	698	264	417	386	445	408	117	529	224	336	310	419	370	70	18				
					C	0.8	11	75	1238	314	217	214	73	695	245	393	363	422	390	71	458	201	323	300	335	296	16	15				
CBS NEWS NIGHTWATCH-3					A	0.8	15	73	1233	302	211	231	62	791	243	431	392	459	436	52	409	161	217	207	271	233	16	<<				
M-THSU	3.00A	180	CBS	9	B	0.8	14	73	1129	286	173	196	45	711	190	345	323	399	378	51	386	142	200	193	271	230	15	<<				
					C	0.8	16	73	1133	300	174	197	59	700	183	305	281	373	345	50	364	141	227	218	240	203	8	10				
3.00 - 3.30	4.00 - 4.30	4.00 - 4.30	4.30 - 5.00	5.00 - 5.30	5.30 - 6.00	A	0.9	13	80	1295	319	239	285	77	797	296	471	416	476	455	44	445	192	241	227	308	291	26	<<			
						A	1.0	16	85	1232	320	229	256	67	789	254	452	416	503	472	61	410	198	252	240	309	266	18	<<			
						A	0.9	16	76	1275	322	223	248	75	847	274	471	430	505	471	61	403	168	221	207	277	230	14	<<			
						A	0.7	15	64	1243	300	204	214	61	831	260	445	413	477	449	55	382	142	204	188	247	208	17	<<			
						A	0.7	15	66	1112	245	161	161	41	719	184	346	315	368	359	34	364	107	173	173	219	185	16	<<			
						A	0.8	14	71	1130	269	181	183	41	697	161	350	321	373	363	49	411	127	178	178	228	179	<<	<<			
						A	3.3	7	292	1512	358	260	254	87	788	197	478	439	484	454	116	637	200	349	312	373	323	56	18			
CBS SUNDAY NEWS					A	3.3	7	292	1512	358	260	254	87	788	197	478	439	484	454	116	637	200	349	312	373	323	56	18				
SUN					B	3.1	6	275	1525	345	260	257	56	790	153	455	434	475	459	102	627	160	319	279	355	317	45	20				
DAVID LETTERMAN I	12.30A	30	NBC	10	C	3.6	8	315	1457	298	219	229	50	831	174	389	375	423	392	57	532	124	271	256	299	275	27	10				
					A	4.5	21	400	1431	290	258	226	110	689	294	493	441	486	438	194	630	386	521	436	459	372	42	37				
MON-FRI	2.04	99	GV	74	B	4.8	20	423	1515	295	249	215	121	675	278	462	407	451	406	197	656	363	500	426	467	383	75	53				
					C	4.0	20	357	1419	295	252	223	125	680	296	460	415	458	399	165	605	341	474	415	447	365	43	43				
DAVID LETTERMAN II					A	3.8	21	333	1462	281	260	223	125	663	309	507	451	486	433	220	673	445	565	475	503	394	40	47				
MON-FRI	1.00A	30	NBC	10	B	4.0	21	353	1513	285	245	209	120	643	279	468	412	446	399	231	691	419	551	463	509	408	73	52				
					C	3.4	21	297	1400	294	254	221	130	661	309	466	418	456	394	182	612	378	498	432	464	371	41	40				
FRIDAY NIGHT VIDEOS					A	3.6	21	319	1530	328	323	275	187	591	310	526	451	465	388	319	667	500	634	497	517	398	97	107				
FRI	1.30A	60	NBC	2	B	3.1	19	275	1518	317	305	244	214	570	311	492	420	437	341	266	653	476	588	475	507	398	86	131				
					C	2.7	18	238	1467	277	245	205	172	597	335	467	407	440	359	254	624	445	543	450	475	373	107	67				
1.30 - 2.00	2.00 - 2.30	97	PC	15	A	3.8	20	337	1574	322	314	269	184	593	309	521	455	470	386	331	702	528	660	525	543	409	97	113				
					A	3.4	23	301	1481	334	334	282	190	588	312	532	445	460	390	306	629	468	605	465	488	386	98	100				
G MICHAELS SPORTS MACHINE					A	2.0	7	177	1755	240	190	232	192	674	199	458	391	434	406	296	892	433	657	534	583	468	91	98				
SUN	11.44P	15	NBC	2	B	1.8	8	159	1604	263	203	205	149	654	230	463	426	470	413	220	829	389	593	525	568	448	50	55				
					C	1.8	7	162	1490	299	252	252	94	613	221	421	401	446	399	213	744	348	525	457	520	407	46	37				
OLYMPIC DIARY-MON 1					A	6.0	18	532	1413	256	206	216	54	712	135	366	337	386	361	67	619	207	376	357	405	375	37	11				
MON	11.54P	1	ABC	2	B	4.7	17	416	1392	255	190	208	57	652	130	328	297	361	335	72	654	228	377	358	419	388	34	14				
					C	3.6	19	316	1376	215	165	166	63	556	143	295	279	330	285	77	730	268	462	428	499	465	22	14				
OLYMPIC DIARY-TUE 1					A	5.6	18	496	1257	194	133	125	68	685	161	317	296	349	302	54	518	206	276	256	320	286	<<	<<				
TUE	11.54P	1	ABC	2	B	5.2	17	461	1386	231	154	171	74	705	177	340	311	368	328	85	571	214	310	273	355	320	25	18				
					CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN			W O M E N					M E N					T E E N S						
										18- 49	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	17- 18				
LATE FRINGE CONT'D																													
OLYMPIC DIARY-TUE 1-CONT'D																													
	213	99	SC	16	C	4.7	17	419	1346	236	171	177	62^	694	171	329	310	368	334	70	550	173	299	275	329	296	22^	18^	
OLYMPIC DIARY-WED 1																													
	11.55P	1	ABC	2	A	4.6	14	408	1431	288	202	201	107^	751	204	397	346	421	377	51^	560	173	301	275	350	336	24^	27^	
	211	98	SC	15	B	4.5	13	399	1438	326	239	240	120	772	212	396	358	429	373	63^	507	167	264	237	315	295	35^	39^	
					C	4.6	16	403	1358	254	186	193	74	699	158	332	306	360	329	44^	552	147	282	265	327	307	17^	25^	
OLYMPIC DIARY-THU 1																													
	11.55P	1	ABC	1	A	3.0	9	266	1261	189^	96^	97^	52^	527	120^	214^	194^	226^	194^	105^	636	246	338	282	318	318	49^	<<	
	214	99	SC	16	B	3.0	9	266	1261	189^	96^	97^	52^	527	120^	214^	194^	226^	194^	105^	636	246	338	282	318	318	49^	<<	
					C	3.9	14	347	1393	256	182	183	62^	684	170	328	308	364	331	68^	626	197	337	311	367	341	23^	16^	
OLYMPIC DIARY-FRI 1																													
	11.56P	1	ABC	2	A	4.6	13	408	1390	316	256	297	22^	660	203	371	371	457	435	35^	533	175	268	268	350	338	61^	47^	
	204	97	SC	17	B	4.5	11	399	1433	290	230	249	47^	689	201	379	379	446	400	43^	607	210	352	334	422	409	38^	32^	
					C	4.7	14	413	1418	239	162	179	57^	699	174	328	313	382	346	47^	611	156	319	305	377	355	27^	23^	
SATURDAY NIGHT																													
	11.30P	80	NBC	1	A	8.2	23	727	1682	333	300	267	154	716	316	526	486	518	446	175	716	377	563	495	549	476	86^	81^	
	197	99	GV	11	B	8.2	23	727	1682	333	300	267	154	716	316	526	486	518	446	175	716	377	563	495	549	476	86^	81^	
	11.30 - 12.00				C	8.1	25	722	1606	315	271	242	147	680	323	495	451	489	428	160	623	326	496	445	485	427	102	92	
	12.00 - 12.30				A	9.9	24	877	1743	344	297	281	126	771	304	533	496	535	480	155	720	338	538	480	544	481	83	68^	
					A	7.9	23	700	1624	325	299	267	158	678	312	516	479	510	435	176	697	372	552	482	534	466	95	87^	
12.30 - 1.00																													
					A	6.2	21	549	1622	318	306	231	212	646	345	520	467	486	379	217	733	476	633	548	582	477	72^	101^	
TONIGHT SHOW																													
	11.30P	60	NBC	9	A	7.2	23	634	1427	297	249	227	90	780	248	464	421	470	435	107	551	246	373	330	361	311	23^	32^	
	201	99	GV	71	B	7.3	22	651	1509	302	244	228	97	781	248	460	411	459	430	113	563	234	374	336	373	323	46	43^	
	11.30 - 12.00				C	6.3	21	558	1427	288	228	219	94	752	238	426	393	443	402	96	547	214	358	329	365	317	35^	36^	
	12.00 - 12.30				A	7.8	22	691	1452	300	251	232	89	780	244	463	424	473	439	97	564	235	378	338	369	328	26^	33^	
					A	6.5	24	579	1393	293	247	220	91	777	253	463	416	465	430	118	535	258	367	320	350	291	20^	31^	
TOP OF THE POPS																													
	11.30P	60	CBS	2	A	3.3	10	292	1779	337	297	247	222	823	342	587	484	528	473	159^	663	267	439	398	463	381	68^	87^	
	165	83	GV	16	B	3.0	8	261	1746	340	310	260	188	794	369	590	515	547	477	180	614	301	452	405	442	357	89^	85^	
	11.30 - 12.00				C	2.4	8	212	1529	321	270	260	160	750	302	499	448	501	441	119^	528	253	394	366	399	331	52^	75^	
	12.00 - 12.30				A	3.6	10	319	1805	353	311	256	231	872	335	599	505	559	504	135^	643	232	403	353	418	368	67^	85^	
					A	3.1	10	275	1690	308	272	228^	204^	738	339	555	444	476	421	181^	666	300	467	436	500	384	66^	86^	
WILTON NORTH REPORT																													
	11.30P	60	FOX	10	A	1.0	3	92	1483	254^	239^	211^	134^	626	309^	485	436	449	379	200^	738	460	624	540	583	482	33^	17^	
	113	82	GV	21	B	1.1	3	99	1518	253^	227^	215^	103^	655	311	481	448	475	429	164^	698	385	543	488	539	449	39^	34^	
	11.30 - 12.00				C	1.1	3	102	1454	271	232^	203^	119^	616	290	450	412	441	392	161^	634	342	505	446	478	395	49^	47^	
	12.00 - 12.30				A	1.2	3	110	1527	264^	242^	201^	164^	639	333	493	427	446	366	243^	751	496	644	555	598	458	34^	19^	
					A	0.9	3	78	1353	230^	223^	217^	86^	579	260^	451	430	433	380^	130^	686	388^	567	495	537	494	29^	15^	

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET CVG%	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH		WORKING WOMEN		W O M E N					M E N					T E E N S		C H I L D R E N				
									18-49	W/CH	18-49	18-34	18-49	25-34	35-44	45-54	55+	18-34	18-49	25-34	35-44	45-54	55+	MALE 12-17	FEM. 12-17	MALE 2-6	FEM. 2-6	TOTAL	
#STNS												TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11	
MON-FRI EARLY MORNING																													
ABC WORLD NEWS-MORN-615A					A	1.4	14	124	72^	207^	154^	612	173^	392	361	370	204^	521	150^	346	368	310	125^	16v	27v	19v	14v	21v	
MON-FRI 6.15A	15	ABC	10		B	1.1	13	101	74v	232^	161^	639	149^	376	367	404	227^	517	151^	351	356	299	130^	10v	17v	12v	18v	13v	
140	83	N	75		C	1.3	15	118	66^	256	209^	613	164^	365	367	347	207^	512	148^	310	334	300	156^	16v	23v	11v	15v	12v	
ABC WORLD NEWS-MORN-645A					A	2.2	15	191	51^	260	197	610	213	388	382	309	184	528	164^	307	354	293	142^	51^	50^	23v	15v	29v	
MON-FRI 6.45A	15	ABC	10		B	1.7	14	152	51^	264	188	621	180^	364	380	343	202	542	169^	318	345	294	160^	32v	31v	14v	13v	18v	
184	92	N	75		C	2.1	16	189	63^	268	211	614	157	376	390	343	190	489	133^	256	285	286	170	35^	32v	23v	21v	28v	
BEFORE HOURS					A	0.9	10	78	95v	360^	315^	679	156^	397^	400^	397^	230^	388^	247^	324^	257^	122^	37v	<<	17v	<<	11v	<<	
MON-FRI 6.15A	15	NBC	10		B	0.8	10	68	107v	353^	304^	638	172^	384^	345^	342^	218^	418	256^	329^	268^	125^	60v	52v	16v	26v	<<	21v	
144	83	N	75		C	0.7	9	61	78v	318^	282^	622	168^	388^	379^	311^	201^	416^	202^	259^	234^	122^	122^	18v	26v	15v	<<	21v	
CBS MORNING NEWS- 6:30AM					A	1.7	15	147	65^	265	188^	601	158^	391	423	374	150^	460	70^	212^	228	274	199^	26v	17v	13v	14v	25v	
MON-FRI 6.30A	30	CBS	10		B	1.3	14	116	69^	257	180^	604	142^	359	396	376	181^	470	85^	199^	227^	263	209^	17v	11v	18v	14v	30v	
152	88	N	80		C	1.2	12	104	49v	276	144^	616	128^	270	310	347	274	393	98^	172^	175^	205^	191^	14v	14v	34v	18v	33v	
CBS THIS MORNING-1					A	2.7	13	243	38^	227	180	680	146	342	342	334	313	459	76^	213	254	242	204	23v	14v	23v	27v	36^	
MON-FRI 7.30A	30	CBS	10		B	2.2	12	198	43^	194	151	653	123^	294	295	313	333	477	73^	208	247	255	223	18v	9v	26v	22v	34v	
201	98	N	30		C	2.1	11	186	50^	176	118^	645	118^	249	261	285	356	442	75^	195	203	217	219	20v	7v	25v	19v	27v	
CBS THIS MORNING-2					A	3.0	12	268	39^	189	121^	733	157	309	303	358	385	427	88^	175	183	208	210	16v	5v	16v	22v	23v	
MON-FRI 8.30A																													
MON-FRI 8.30A	30	CBS	10		B	2.8	12	244	33^	180	109^	707	126	263	264	351	402	459	73^	185	210	232	228	14v	4v	20v	16v	20v	
201	98	N	30		C	2.5	11	222	38^	154	89^	703	138	243	256	302	409	420	74^	161	165	180	228	12v	5v	31^	18v	30^	
GOOD MORNING, AMERICA-730					A	4.1	19	361	45^	269	185	730	161	391	418	416	289	440	107	187	216	234	204	8v	12v	29^	19v	37^	
MON-FRI 7.30A	30	ABC	10		B	3.6	20	318	44^	260	180	703	142	359	371	393	300	471	112	210	239	251	206	9v	9v	22v	19v	28^	
215	99	N	74		C	4.2	21	374	58^	245	187	709	151	369	389	375	289	437	103	197	214	224	199	16v	7v	22^	21^	25^	
GOOD MORNING, AMERICA-830					A	4.7	19	416	65^	209	149	774	140	362	382	462	365	373	68^	134	177	214	177	1v	10v	30^	27^	30^	
MON-FRI 8.30A	30	ABC	10		B	4.4	18	393	67^	208	149	733	142	333	347	407	356	418	85	169	213	229	184	11v	10v	32^	23^	27^	
213	98	N	75		C	4.5	20	396	72	206	159	762	149	353	370	397	353	382	72	151	169	197	189	10v	7v	23^	23^	20^	
NBC NEWS AT SUNRISE					A	2.2	21	195	66^	388	320	710	180	461	455	431	197	462	153^	258	241	225	170^	22v	29v	12v	6v	11v	
MON-FRI 6.00A	30	NBC	10		B	1.8	20	160	81^	375	316	653	173^	440	424	386	176^	509	182	296	284	223	181	35v	18v	15v	8v	18v	
197	98	N	75		C	1.9	20	169	72^	325	274	643	156	392	409	359	203	481	119^	223	236	234	216	19v	40^	16v	11v	22v	
TODAY SHOW-7.30AM					A	5.4	25	475	38^	224	162	662	110	313	332	377	301	474	123	237	252	234	205	14v	15v	19^	17v	28^	
MON-FRI 7.30A	30	NBC	10		B	4.6	25	407	38^	233	171	662	97	313	337	380	301	506	113	244	256	258	233	17v	11v	21^	17v	27^	
205	99	N	75		C	4.5	23	398	57^	221	163	675	132	325	348	356	306	492	115	236	236	233	234	16^	13v	24^	19^	29^	
TODAY SHOW-8.30AM					A	6.0	24	532	46^	150	117	730	126	305	308	349	395	430	107	187	189	189	219	14v	9v	11v	18^	13v	
MON-FRI 8.30A	30	NBC	10		B	5.5	23	484	39^	174	134	721	98	298	319	374	382	446	92	184	189	214	234	16^	9v	18^	19^	19^	
205	99	N	75		C	4.7	21	415	68	165	131	719	124	318	338	368	364	436	96	203	199	207	217	12v	9v	19^	18^	17^	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN.4-10,1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOT.		W O M E N		M E N		T E E N S					C H I L D R E N									
								PERS.	(2+)	15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOTAL	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	MALE
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	AVG. SH. %							12-17	12-17	12-17	12-17	15-17	2-11	2-11	2-11	2-11	6-11	6-11	6-11	6-11	9-11	
#STNS	CVG%	TYPE	T/C																									
WEEKEND DAYTIME CHILDREN CONT'D																												
HELLO KITTY					A	1.3	9	115	1363	51v	352^	262^	<<	404^	98v	<<	98v	56v	42v	510^	352^	158^	137v	372^	283^	89v	232^	140v
SAT	8.00A	30	CBS	2	B	1.4	11	120	1303	90v	376^	234^	48v	438	49v	<<	47v	27v	22v	440	323^	117^	145^	295^	235^	61v	184^	111^
	201	96	CA	17	C	1.8	13	162	1284	43^	281	188	41^	231	92^	63^	29v	57^	35v	681	349	332	221	460	241	219	279	180
LITTLE CLOWNS-HAPPYTOWN					A	2.3	12	204	1375	44v	295^	240^	<<	179^	92^	4v	88^	72v	20v	810	350	460	329	481	210^	271^	365	116^
SAT	8.30A	30	ABC	2	B	1.9	11	168	1390	61v	313	228^	34v	246^	90^	16v	73^	48v	41v	742	365	378	319	423	212^	210^	323	100^
	207	99	CA	16	C	2.5	13	219	1467	77^	311	261	57^	216	130	56^	74^	81^	49^	810	365	445	300	510	256	254	280	230
LITTLE WIZARDS					A	4.2	13	372	1527	138^	379	279	48^	178	217	90^	127^	131^	86^	754	342	412	401	353	166^	187	194	159^
SAT	10.00A	30	ABC	2	B	3.8	13	332	1508	137^	343	224	63^	221	164	64^	100^	79^	85^	779	411	368	353	426	236	190	206	220
	208	98	CA	14	C	3.8	14	339	1480	103	340	283	88	223	205	105	101	121	84	712	376	336	320	392	219	173	195	197
MIGHTY MOUSE					A	4.5	13	399	1543	74^	317	275	108^	279	183	118^	65^	123^	61^	764	428	335	301	463	281	182	287	176
SAT	10.30A	30	CBS	2	B	4.2	13	368	1520	102^	350	282	104^	329	140	86^	53^	89^	50^	701	419	282	299	401	248	153	245	156
	199	96	CA	14	C	4.1	15	366	1529	89	323	258	65^	234	145	76	69^	93	52^	828	475	353	380	448	261	187	266	182
MUPPET BABIES I					A	3.3	17	292	1417	40v	264	212^	29v	193^	82^	43v	39v	64^	18v	878	585	293	223	655	490	165^	423	232
SAT	8.30A	30	CBS	2	B	3.0	17	261	1333	51^	278	203	37v	231	51^	29v	23v	41v	10v	772	516	256	218	554	398	156^	339	214
	206	98	CA	17	C	3.4	18	303	1397	44^	257	190	31^	189	91	52^	39^	67^	24^	860	462	398	306	554	305	249	330	224
MUPPET BABIES II					A	5.0	20	443	1552	58^	263	203	47^	214	75^	44^	31v	39^	36v	1000	617	383	348	652	426	226	483	169
SAT	9.00A	30	CBS	2	B	4.2	19	368	1453	64^	277	203	43^	218	50^	27v	23v	25v	26v	908	583	326	320	589	382	207	416	173
	207	98	CA	17	C	4.4	19	388	1466	47^	258	197	38^	180	99	55^	44^	72	27^	929	492	436	355	573	305	268	338	235
MUPPET BABIES III					A	5.1	18	452	1614	74^	290	224	57^	233	90^	50^	41^	44^	47^	1001	588	413	376	626	368	258	448	178
SAT	9.30A	30	CBS	2	B	4.6	18	408	1529	86^	312	242	48^	242	61^	29^	33^	28v	33^	913	589	324	367	546	341	205	378	168
	204	97	CA	17	C	4.8	19	422	1509	61^	268	215	40^	191	111	57^	54^	76	34^	940	519	420	383	557	305	252	332	225
MY PET MONSTER					A	3.2	13	284	1575	34v	308	256	29v	191^	205^	67^	138^	194^	11v	871	424	447	357	514	271	243	357	157^
SAT	9.00A	30	ABC	2	B	2.6	12	230	1565	47v	327	256	51^	250	148^	52^	96^	120^	28v	841	439	402	353	488	284	204	313	174^
	207	98	CA	16	C	3.2	14	285	1496	69^	281	239	65^	198	180	93^	87^	124	56^	837	421	416	315	522	287	234	266	256
NEW ARCHIES					A	4.9	15	434	1458	163	403	308	66^	262	224	55^	170	145^	79^	569	295	274	231	338	187	151	177	161
SAT	11.30A	30	NBC	2	B	4.3	13	377	1552	131	433	342	83^	265	202	64^	138	127	75^	651	354	297	276	375	225	150	170	205
	158	75	CA	17	C	4.5	16	396	1507	170	358	300	101	215	266	108	157	153	113	669	336	333	287	381	203	178	185	196
PEE WEE'S PLAYHOUSE					A	6.2	20	549	1640	90^	304	247	76^	327	68^	26v	42^	40^	29v	941	477	464	362	579	280	298	373	206
SAT	10.00A	30	CBS	2	B	5.7	20	505	1579	96	354	284	65^	319	63^	22v	42^	36^	27^	843	476	367	367	476	250	227	318	159
	208	99	CL	17	C	6.0	22	527	1558	91	302	248	55	234	134	50	83	85	49^	889	477	412	389	500	260	240	302	198
POPEYE & SON					A	4.4	13	390	1548	120^	313	270	133^	316	192	102^	89^	123^	68^	728	414	314	269	459	296	162^	237	222
SAT	11.00A	30	CBS	2	B	4.2	13	372	1497	133	324	271	114^	312	180	91^	90^	113^	67^	681	407	274	271	410	258	152	203	207
	193	93	CA	14	C	4.0	14	351	1565	115	345	275	84	249	201	97	104	122	79	771	452	319	340	431	253	177	235	196
REAL GHOSTBUSTERS					A	5.1	15	452	1650	174	390	297	95^	245	193	62^	130^	111^	82^	822	457	365	371	452	252	200	207	245
SAT	10.30A	30	ABC	2	B	4.9	16	434	1552	140	369	275	99^	243	173	74^	99^	100^	73^	766	484	282	328	438	286	152	208	230
	211	98	CA	13	C	4.7	16	415	1545	120	355	295	117	257	246	129	117	154	92	688	403	285	285	403	247	156	197	206
SMURFS I					A	3.6	20	319	1457	27v	267	238	50v	301	160^	92^	68^	115^	45v	729	398	330	227	502	270	232	221	281
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	#STNS	DUR	NET	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N									
												15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.
15-24	18-49	15-24	12-17	12-17	12-17	12-17	15-17	2-11	2-11	2-11	2-11	5-11	6-11	6-11	6-11	9-11														

WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S TOT. MALE TOT.	C H I L D TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEEN S		CHD	
								TOT. WORK. PERS	ING WOM.	W O M E N				M E N								TOT.	MALE	TOT.				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11	
WEEKEND DAYTIME SPORTS CONT'D																												
CBS NFL PLAYOFF GAME-SUN-CONT'D																												
	3.00 - 3.30				A	31.7	62	2809	1675	195	528	314	501	283	949	93	328	577	915	544	631	484	571	459	284	90	56	108
	3.30 - 4.00				A	32.3	62	2862	1662	198	537	317	509	281	935	89	318	566	901	533	618	477	562	455	283	90	58	100
CBS NFL PLAYOFF POST-SUN.(S)																												
SUN	3.39P 23 CBS				A	16.8	34	1488	1643	169	531	317	497	270	898	98	332	569	863	534	619	471	556	436	244	87	57	126
	208 99 SC																											
	3.30 - 4.00				A	17.5	35	1551	1644	170	531	317	497	270	901	98	331	568	866	533	619	470	556	438	247	86	56	127
	4.00 - 4.30				A	9.5	20	842	1610	154	534	318	489	268	842	82	337	578	816	551	622	496	567	401	194	115	68	119
NFL LIVE:SAT(S)																												
SAT	12.00N 30 NBC				A	8.3	22	735	1537	214	453	320	434	258	649	71	252	422	624	397	452	351	407	294	171	152	88	283
	208 99 SC																											
NFL PLAYOFF GAME-SAT(S)																												
SAT	12.30P 206 NBC				A	18.6	43	1648	1630	194	479	277	459	251	880	103	303	542	844	507	576	439	509	421	268	117	82	154
	210 99 SE																											
INDIANAPOLIS VS CLEVELAND																												
	12.30 - 1.00				A	14.0	36	1240	1605	208	456	283	436	241	811	83	285	491	781	461	522	407	469	377	259	127	90	211
1.00 - 1.30					A	17.1	41	1515	1606	199	478	283	458	250	836	81	276	496	811	471	532	415	477	398	278	110	81	183
1.30 - 2.00					A	19.9	45	1763	1607	180	470	269	450	244	867	93	284	525	839	498	560	432	494	429	279	112	72	159
2.00 - 2.30					A	19.3	44	1710	1617	193	476	273	460	258	869	108	297	543	838	512	586	435	509	427	252	129	89	143
2.30 - 3.00					A	20.4	46	1807	1604	182	472	258	452	241	893	109	296	548	854	509	585	439	515	442	269	118	83	121
3.00 - 3.30					A	21.0	48	1861	1661	198	497	278	475	258	925	115	323	573	882	529	602	458	531	435	280	111	78	129
3.30 - 4.00					A	18.6	41	1648	1706	203	499	301	478	268	934	125	360	606	882	554	628	481	555	419	254	118	83	155
NFL PLAYOFF POST-SAT(S)																												
SAT	3.56P 14 NBC				A	9.1	20	806	1764	244	598	402	567	332	889	146	386	621	842	573	631	475	533	363	210	126	86	151
	201 99 SC																											
	3.30 - 4.00				A	11.2	25	992	1752	222	550	367	526	304	913	158	398	635	853	575	644	477	546	374	208	135	87	154
	4.00 - 4.30				A	8.3	18	735	1763	255	621	420	586	345	872	138	378	610	832	570	621	472	524	355	210	120	85	149
NFL LIVE:SUN(S)																												
SUN	3.30P 30 NBC				A	8.2	16	727	1760	267	586	374	569	341	917	74	311	576	882	540	612	501	573	450	270	145	83	112
	207 99 SC																											
NFL PLAYOFF GAME-SUN(S)																												
SUN	4.00P 194 NBC				A	23.5	43	2082	1708	234	556	327	540	307	955	99	329	584	909	537	629	485	577	481	279	101	63	96
	209 99 SE																											
HOUSTON VS DENVER																												
	4.00 - 4.30				A	22.2	46	1967	1708	219	543	331	526	309	972	105	344	589	921	539	637	484	582	467	284	106	57	87
	4.30 - 5.00				A	24.3	49	2153	1697	216	530	322	513	301	976	100	329	594	926	544	639	494	589	494	287	99	58	92
	5.00 - 5.30				A	24.7	49	2188	1689	213	526	317	507	292	983	104	330	599	934	550	643	495	589	500	291	94	61	86
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT.	MALE 12-17	CHD 2-11
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WORK. ING WOM. 18+	W O M E N				M E N														
											TOTAL	18- 49	25- 21+	54	TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 54	35- 64	55+					
WEEKEND DAYTIME SPORTS CONT'D																													
NFL PLAYOFF GAME-SUN(S)-CONT'D																													
	5.30 - 6.00					A	23.7	45	2100	1673	220	546	316	529	297	950	95	329	583	910	543	627	488	572	475	283	92	65	86
	6.00 - 6.30					A	24.0	41	2126	1728	251	569	335	554	322	957	104	348	609	910	562	647	504	589	475	263	107	66	95
	6.30 - 7.00					A	23.2	38	2056	1745	269	594	336	582	318	930	90	317	563	887	519	615	473	568	480	272	102	65	118
	7.00 - 7.30					A	20.8	32	1843	1755	278	641	346	627	329	877	89	277	503	832	458	557	414	513	465	275	112	72	125
PRO BOWLERS TOUR																													
SAT	4.30P	96	ABC	2		A	4.0	8	354	1434	155^	688	180	685	205	575	37^	107^	268	562	256	302	232	278	275	261	35^	12^	135^
						B	3.9	9	342	1466	160	689	241	681	241	599	40^	134	277	586	264	326	237	299	263	260	44^	23^	134
	191	89	SE	2		C	3.9	9	342	1466	160	689	241	681	241	599	40^	134	277	586	264	326	237	299	263	260	44^	23^	134
	4.30 - 5.00					A	3.3	7	292	1425	146^	683	217	673	231	569	54^	132^	283	559	273	319	229	275	287	239	51^	25^	122^
	5.00 - 5.30					A	3.8	7	337	1344	146^	634	165^	633	182^	550	46^	117^	278	535	263	308	232	277	261	227	33^	15^	127^
	5.30 - 6.00					A	4.7	9	416	1465	162	695	163	695	203	589	21^	89^	255	576	243	292	234	283	278	285	29^	2^	153
	6.00 - 6.30					A	5.6	10	496	1478	165	790	175	781	192	554	14^	65^	218	543	208	238	204	234	242	306	21^	6^	114^

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12-17				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING		W O M E N								M E N														
									(2+)	18+	TOTAL	18-	18-	25-	25-	35-	TOTAL	18-	18-	21+	25-	25-	35-										
#STNS	CVG%																																
WEEKEND DAYTIME OTHER																																	
BUSINESS WORLD					A	1.4	4	124	1437	263^	665	140^	298^	665	265^	265^	304^	367^	705	101v	332^	705	332^	332^	459^	460^	245^	15v					
SUN	12.30P	30	ABC	2	B	1.5	4	133	1360	210^	636	135^	303^	636	269^	271^	302^	331^	648	104^	276^	647	274^	274^	390	388	257^	<<					
	127	72	N	14	C	1.4	4	122	1307	166^	580	113^	239	575	216^	234	272	323	620	131^	312	613	305	289	349	336	248	37v					
FACE THE NATION					A	3.1	9	275	1260	247	662	144^	301	662	270	289	354	342	558	85^	324	553	318	318	336	350	217^	18v					
SUN	10.30A	30	CBS	2	B	3.0	8	261	1278	217	689	138^	265	679	225	248	320	402	537	88^	277	524	264	264	286	291	237	11v					
	113	78	CC	16	C	2.6	9	230	1314	204	662	105^	224	651	194	234	288	398	569	115^	247	559	237	210	244	242	288	29^					
HEALTH SHOW					A	2.0	5	177	1743	290^	761	298^	529	703	357^	381	357^	207^	468	249^	383	468	383	266^	293^	170^	58v	233^					
SAT	12.30P	30	ABC	2	B	2.3	6	204	1524	229	675	218^	367	648	266	316	339	259	386	214^	284	362	260	209^	234	111^	77^	152^					
	170	86	N	9	C	1.9	6	164	1382	197	554	180	298	532	228	300	284	184	403	179	268	388	253	207	248	178	94^	131^					
MEET THE PRESS					A	2.6	9	230	1361	223^	650	185^	263^	629	213^	232^	247^	368	629	197^	321	591	282	260^	306	272^	262^	24v					
SUN	9.30A	30	NBC	2	B	2.5	9	217	1254	219	654	183^	264	642	212	240	251	361	519	148^	253	498	233	220	267	238	218	29v					
	143	89	CC	16	C	1.9	7	166	1305	210	670	151^	241	662	207	261	269	375	515	148^	249	495	229	214	260	243	219	37v					
SUNDAY MORNING					A	4.4	16	390	1328	204	697	108^	215	697	201	242	365	441	579	133^	255	578	254	221	268	301	276	13v					
SUN	9.00A	90	CBS	2	B	4.4	17	385	1336	209	692	117^	264	690	249	286	329	391	551	120	254	542	244	219	262	298	254	33^					
	177	96	N	16	C	4.2	17	369	1321	210	659	114	230	655	209	263	294	375	564	114	259	559	254	228	274	292	259	22^					
9.00 - 9.30					A	3.9	17	346	1307	180^	682	79^	147^	682	138^	198	369	475	577	98^	216	577	216	175^	227	312	310	11v					
9.30 - 10.00					A	4.5	16	399	1337	197	684	120^	214	684	196	232	334	434	583	141^	270	581	268	235	278	302	271	14v					
10.00 - 10.30					A	4.9	16	434	1311	226	706	118^	266	706	252	280	383	412	564	151	267	563	266	239	287	285	249	13v					
SUNDAY TODAY					A	2.0	11	177	1143	187^	498	82v	171^	498	148^	189^	249^	286^	616	175^	319^	615	318^	284^	368	331^	213^	10v					
SUN	8.00A	90	NBC	2	B	2.0	11	173	1137	187^	541	119^	224^	536	182^	219^	267	279	516	166^	283	501	268	245^	304	268	173^	17v					
	125	89	N	17	C	1.6	9	144	1255	219	594	153^	252	584	219	283	278	278	523	160^	270	516	264	228	293	265	187	35v					
8.00 - 8.30					A	1.6	12	142	1142	205^	540	70v	175^	540	130^	197^	251^	298^	565	124^	255^	562	252^	237^	325^	322^	222^	21v					
8.30 - 9.00					A	2.1	11	186	1116	154^	463	54v	127^	463	126^	162^	237^	300^	634	212^	333^	634	333^	280^	365	317^	216^	11v					
9.00 - 9.30					A	2.4	10	213	1119	197^	481	110^	201^	479	172^	199^	249^	254^	608	169^	335	608	335	307	384	334	196^	<<					
THIS WEEK-DAVID BRINKLEY					A	3.7	9	328	1320	172^	635	72^	200	635	197	199	313	434	584	97^	293	566	275	275	328	302	238	34v					
SUN	11.30A	60	ABC	2	B	3.5	8	310	1329	150	636	72^	188	636	178	185	285	440	585	125^	282	565	262	260	312	262	252	25v					
	203	99	N	14	C	3.3	10	290	1345	145	667	80^	171	657	143	170	269	469	580	116	266	571	257	232	274	257	272	39^					
11.30 - 12.00					A	3.7	9	328	1326	187^	650	89^	241	650	236	237	331	409	563	106^	285	543	266	266	315	277	228	44v					
12.00 - 12.30					A	3.7	8	328	1314	157^	620	56^	159^	620	158^	160^	294	459	605	88^	300	590	285	284	341	326	247	24v					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	65.3	67.3	68.3	69.5	70.3	71.4	70.1	71.3	71.4	71.8	70.6	69.8	66.7	64.9	62.2	59.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

MACGYVER
ABC MONDAY NIGHT MOVIE
CITY HEAT
(PAE)

13,560									12,140							
15.3	14.5 *					16.1 *	13.7	14.3 *		14.5 *		13.7 *			12.4 *	
22	20 *					23 *	20	20 *		21 *		21 *			20 *	
14.5	14.6	15.9	16.4	14.5	14.0	14.7	14.3	13.8	13.5	12.9	11.9					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

KATE & ALLIE FRANK'S PLACE
NEWHART
DESIGNING WOMEN
(PAE)
WISEGUY

14,440				11,870			15,240			14,000		9,750				
16.3				13.4			17.2			15.8		11.0		11.2 *		10.8 *
23				19			24			23		17		17 *		18 *
16.0	16.7	13.4	13.4	16.7	17.8	15.9	15.7	11.7	10.8	10.6	11.1					

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

ALF
VALERIE'S FAMILY
NBC MONDAY NIGHT MOVIES
THE ANN JILLIAN STORY

18,070				17,810			21,090									
20.4				20.1			23.8	22.9 *		23.5 *		24.4 *			24.3 *	
29				28			35	32 *		33 *		37 *			40 *	
19.6	21.1	19.8	20.5	22.7	23.0	23.5	23.6	24.3	24.5	24.7	23.9					

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.7		15.0		11.7		11.7		10.0		9.8		9.8		7.8
25		22		17		17		14		14		15		13

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2		3.7		2.3		2.5		2.5		2.6		2.7		2.3
6		5		3		4		3		4		4		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		3.3		3.9		4.6		3.3		3.4		2.7		2.5
3		5		6		7		5		5		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0		7.0		6.3		6.9		7.7		7.1		7.5		6.0
9		10		9		10		11		10		11		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.0		2.8		3.2		3.6		3.3		3.1		3.0
3		3		4		5		5		5		5		5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

A-4 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.5, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	64.3	66.3	67.0	67.1	68.4	69.9	70.0	70.1	67.6	67.0	66.4	65.0	60.7	58.5	56.9	54.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS	← MOONLIGHTING (PAE) →	← THIRTYSOMETHING (PAE) →
19,580	21,180	16,920	12,320
22.1	23.9	19.1	13.9
32	34	29	24
21.0	23.1	19.7	14.8
		19.5 *	18.7 *
		29 *	28 *
		18.9	14.0
			13.6
			13.5 *
			24 *
			13.4

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HAPPY NEW YEAR, C. BROWN (R)	CATHY (R)	← JAKE AND THE FATMAN (PAE) →	← CAGNEY & LACEY →
9,300	7,970	11,430	14,260
10.5	9.0	12.9	13.0 *
15	13	19	20 *
10.7	10.3	12.6	13.1
		12.8	15.4
		13.0	16.2
			16.5
			16.5 *
			30 *
			16.5

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MATLOCK →	← HUNTER →	← CRIME STORY →
17,990	14,620	9,830
20.3	16.5	11.1
29	25	19
19.1	16.4	11.8
	16.6	11.0
	16.7	10.7
		10.8 *
		19 *
		10.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.0	13.9	11.4	11.3	12.5	12.6	12.4	9.8
25	21	16	16	19	19	21	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.4	3.5	2.7	3.0	3.5	3.8	3.6	2.6
7	5	4	4	5	6	6	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.4	3.1	3.0	3.2	3.1	2.5	1.9
3	4	4	4	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6	5.0	4.4	4.7	5.3	4.6	5.3	4.3
7	7	6	7	8	7	9	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	3.0	3.1	2.9	3.5	3.3	3.5	3.3
4	4	4	4	5	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.6, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	63.8	65.2	65.7	66.1	66.6	67.7	68.1	68.1	65.5	65.1	64.8	64.2	62.0	61.0	59.9	58.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
15,330	15,330	13,820	10,630	11,700
17.3	17.3	15.6	12.0	13.2
26	25	24	19	22
16.9	17.7	16.1	12.2	11.8
		15.1		13.0
				12.8
				13.4
				13.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

OLDEST ROOKIE	EQUALIZER (R)(PAE)
8,770	10,100
9.9	11.4
15	18
10.4	10.1
9.5	10.6
9.8	11.2
9.9	11.6
	12.1
	11.9
	12.2
	11.8

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	ST. ELSEWHERE
15,420	13,020	14,350
17.4	14.7	16.2
26	23	27
15.9	14.5	16.1
16.5 *	14.5 *	14.9 *
25 *	22 *	23 *
17.1	14.4	14.9
18.4	15.0	16.1
18.2		16.4
		16.3
		16.2 *
		27 *
		16.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.2	15.0	13.2	12.9	14.0	14.4	12.3	10.9
25	23	20	19	21	22	20	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	3.1	2.9	2.7	3.1	3.2	2.7	2.9
6	5	4	4	5	5	4	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.6	4.4	4.7	4.4	5.1	3.1	2.6
3	4	7	7	7	8	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7	6.4	7.3	7.0	7.1	7.2	5.7	4.8
9	10	11	10	11	11	9	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6	3.0	3.2	3.2	4.7	4.3	4.4	3.3
4	5	5	5	7	7	7	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE. THU. JAN. 7, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
MUT	65.6	67.1	67.2	68.4	69.7	70.7	68.9	69.2	68.3	67.9	66.2	65.5	63.3	60.6	58.9	57.5

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

SLEDGE	HAMMER	CHARMING'S (R)		← ABC THURSDAY NIGHT THE STING II (PAC)			MOVIE →
7,530		7,270		6,110			
8.5		8.2		6.9	7.0 *	6.8 *	7.0 *
12		12		11	10 *	10 *	11 *
8.5	8.5	8.3	8.1	7.3	6.7	6.9	6.9
					6.7		6.9 *
							12 *

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

TOUR OF DUTY			SIMON & SIMON (PAE)			KNOTS LANDING		
11,080			13,640			15,060		
12.5	11.8 *		15.4	14.8 *		17.0	16.9 *	17.1 *
18	17 *		23	22 *	15.9 *	24 *	27 *	29 *
11.9	11.8	13.0	14.4	15.3	15.9	16.0	16.9 *	17.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BILL COSBY SHOW		A DIFFERENT WORLD		CHEERS		NIGHT COURT		← L.A. LAW →			
29,060		24,810		24,900		22,590		19,230			
32.8		28.0		28.1		25.5		21.7	22.0 *		21.3 *
47		41		41		39		36	35 *		37 *
31.5	34.0	28.0	28.1	28.0	28.1	25.5	25.5	22.5	21.5	21.3	21.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

PROGRAM	DATE	TIME	VIEWERS*	RANK	AVERAGE AUDIENCE		SHARE	AUDIENCE %
					VIEWERS	SHARE		
60 MIN. GOLF	12/11/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/12/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/13/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/14/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/15/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/16/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/17/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/18/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/19/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/20/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/21/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/22/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/23/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/24/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/25/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/26/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/27/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/28/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/29/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/30/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0
60 MIN. GOLF	12/31/90	12:00-1:00	1,000,000	1	1,000,000	1.0	1.0	1.0

AVERAGE AUDIENCE	16.0	15.3	12.3	13.1	12.7	12.3	12.2	10.2
SHARE AUDIENCE %	24	23	18	19	19	19	20	18

SUPERSTATIONS

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

AVERAGE AUDIENCE SHARE AUDIENCE %	4.5 7	3.7 5	2.7 4	2.9 4	3.2 5	3.0 5	3.4 5	2.7 5
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PBS

AVERAGE AUDIENCE	
SHARE	AUDIENCE %

AVERAGE AUDIENCE	1.6	2.5	2.8	3.1	3.2	3.4	2.4	2.2
SHARE AUDIENCE %	2	4	4	4	5	5	4	4

CABLE ORIG.

	AVERAGE AUDIENCE SHARE AUDIENCE %
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AVERAGE AUDIENCE	6.2	6.1	5.7	7.0	6.0	5.6	5.5	4.6
SHARE AUDIENCE %	9	9	8	10	9	8	9	8

PAY SERVICES

AVERAGE AUDIENCE SHARE AUDIENCE %	
1	10.0
2	10.0
3	10.0
4	10.0
5	10.0
6	10.0
7	10.0
8	10.0
9	10.0
10	10.0
11	10.0
12	10.0
13	10.0
14	10.0
15	10.0
16	10.0
17	10.0
18	10.0
19	10.0
20	10.0
21	10.0
22	10.0
23	10.0
24	10.0
25	10.0
26	10.0
27	10.0
28	10.0
29	10.0
30	10.0
31	10.0
32	10.0
33	10.0
34	10.0
35	10.0
36	10.0
37	10.0
38	10.0
39	10.0
40	10.0
41	10.0
42	10.0
43	10.0
44	10.0
45	10.0
46	10.0
47	10.0
48	10.0
49	10.0
50	10.0
51	10.0
52	10.0
53	10.0
54	10.0
55	10.0
56	10.0
57	10.0
58	10.0
59	10.0
60	10.0
61	10.0
62	10.0
63	10.0
64	10.0
65	10.0
66	10.0
67	10.0
68	10.0
69	10.0
70	10.0
71	10.0
72	10.0
73	10.0
74	10.0
75	10.0
76	10.0
77	10.0
78	10.0
79	10.0
80	10.0
81	10.0
82	10.0
83	10.0
84	10.0
85	10.0
86	10.0
87	10.0
88	10.0
89	10.0
90	10.0
91	10.0
92	10.0
93	10.0
94	10.0
95	10.0
96	10.0
97	10.0
98	10.0
99	10.0
100	10.0

AVERAGE AUDIENCE SHARE AUDIENCE %	1.9 3	2.4 4	2.4 3	2.8 4	3.2 5	3.0 5	3.5 6	2.9 5
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-10 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 8, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.7	63.5	62.8	62.9	62.0	62.6	62.9	63.6	63.2	63.4	63.3	62.8	60.5	59.6	58.2	56.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FULL HOUSE

I MARRIED
DORA

MR. BELVEDERE

PURSUIT OF
HAPPINESS
(PAE)

20/20
(PAE)

11,250	11,610	12,670	10,370	14,350
12.7	13.1	14.3	11.7	16.2
20	21	23	19	28
12.1	13.3	14.0	11.7	15.8
		14.5		16.2
				16.0 *
				27 *
				16.8
				15.8
				16.3 *
				28 *

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEAUTY & THE BEAST

DALLAS
(PAE)

FALCON CREST

14,000	15,590	13,380
15.8	17.6	15.1
25	28	26
15.2	16.7	15.5
15.2 *	16.9 *	18.3 *
24 *	27 *	29 *
15.9	17.1	18.3
16.8	18.3	15.4 *
		26 *
		14.9
		14.7 *
		26 *

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

RAGS TO RICHES

MIAMI VICE
(R)

PRIVATE EYE

7,800	10,010	9,210
8.8	11.3	10.4
14	18	18
8.9	10.8	10.4
8.8 *	10.8 *	11.7 *
14 *	17 *	19 *
8.6	10.9	11.9
8.8	11.6	10.4
		10.3
		10.3
		10.4 *
		17 *
		10.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.8	14.9	14.1	14.3	12.7	12.6	11.1	8.9
25	24	23	23	20	20	18	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.3	3.7	3.7	3.9	3.0	3.1	3.2	1.9
7	6	6	6	5	5	5	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.4	3.7	3.7	2.9	2.8	2.3	1.9
3	4	6	6	5	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.8	7.1	7.6	7.6	7.1	7.9	6.8	6.0
11	11	12	12	11	13	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.1	4.1	4.8	5.3	4.1	3.5	4.0
3	3	7	8	8	6	6	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.9, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	61.3	61.7	60.8	61.2	64.5	65.0	64.8	65.3	65.7	66.4	65.2	64.7	61.7	60.5	58.5	57.1	53.7	50.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

U.S. FIGURE SKATING (PAE)										HOTEL (PAE)								
10,100										9,390								
11.4	10.7 *			10.7 *			10.8 *			13.3 *	10.6		10.2 *			10.9 *		
17	17 *			16 *			16 *			20 *	18		17 *			19 *		
10.8	10.6	10.9		10.5	10.8		10.9	13.4		13.2	9.9		10.5	11.0		10.9		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)	(2)	HIGH MOUNTAIN RANGERS										HOUSTON KNIGHTS (PAE)					WEST 57TH	
	18,520											11,780						
	20.9											13.3	12.8 *			13.8 *	12.0	13.4 *
	34											20	19 *			21 *	22 *	18 *
26.0	20.9			15.9	16.0	15.9	15.5	12.6	12.9	13.8	13.7	14.1	12.6	10.8		10.5		

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FACTS OF LIFE				227	GOLDEN GIRLS				BOB HOPE'S USO CHRISTMAS									
14,350				16,390				21,090		16,570								
16.2				18.5				23.8		18.7	18.8 *		18.9 *			18.3 *		
25				28				36		31	29 *		31 *			32 *		
15.2	17.2		17.8	19.3		23.4	24.2	18.8	18.8	19.1	18.7	18.7	18.7	18.7		17.9		

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.9		15.4		11.3		10.4		10.4		11.6		10.6		9.3		8.3
21		25		17		16		16		18		17		16		16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9		3.7		3.0		2.9		3.0		3.4		2.0		1.3		1.7
5		6		5		4		5		5		3		2		3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		3.0		3.4		3.3		2.6		2.5		2.5		2.3		1.9
4		5		5		5		4		4		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0		6.9		6.7		6.7		6.1		7.1		6.8		6.5		5.1
10		11		10		10		9		11		11		11		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		3.4		6.0		5.9		6.1		4.2		4.3		4.9		4.5
4		6		9		9		9		6		7		8		9

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NFL PLAYOFF GAME-SAT, MINNEAPOLIS VS SAN FRANCISCO, (PAE), CBS, (4:00-7:25), (S)
(2) CBS NFL PLAYOFF POST-SAT, (PAE), CBS, (7:25-7:30), (S)

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 9, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	42.8	39.5	36.4	33.7	30.5	28.1	24.1	22.0	20.1	18.0	15.7	14.1	13.0	12.0				

ABC TV

(1)

AVERAGE AUDIENCE { 1,950
(Hhds (000) & %)
SHARE AUDIENCE % 2.2
AVG. AUD. BY 1/4 HR % 6
% 2.2

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

← SATURDAY NIGHT (11:30-12:50) (PAE) → (PAE)

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

7,270
8.2 9.9 * 7.9 *
23 24 * 23 *
10.3 9.4 8.1 7.6 6.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE 8.4 7.3 7.0 5.9 5.0 4.3 3.6
SHARE AUDIENCE % 20 21 24 26 26 29 29

SUPERSTATIONS

AVERAGE AUDIENCE 2.2 1.6 1.6 1.3 1.0 0.8 0.5 ^
SHARE AUDIENCE % 5 5 5 6 5 5 4 ^

PBS

AVERAGE AUDIENCE 1.4 1.2 0.9 0.5 ^ 0.4 ^ 0.2 ^
SHARE AUDIENCE % 3 3 3 2 ^ 2 ^ 2 ^

CABLE ORIG.

AVERAGE AUDIENCE 4.9 4.0 3.5 2.5 1.9 1.7 1.3
SHARE AUDIENCE % 12 11 12 11 10 11 10

PAY SERVICES

AVERAGE AUDIENCE 5.4 5.6 5.1 4.6 4.4 3.8 3.4
SHARE AUDIENCE % 13 16 17 20 23 26 27

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.10, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	66.2	66.8	67.9	68.5	68.7	70.1	70.3	70.0	68.7	67.7	66.7	66.0	63.0	61.4	59.6	56.8	51.1	43.6

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	←DISNEY SUNDAY MOVIE FLIGHT OF THE NAVIGATOR, PT.2				←SPENSER: FOR HIRE				←DOLLY (PAE)				←BUCK JAMES (PAE)					
	12,940				13,560				13,380				10,990					
	14.6	13.8 *		15.3 *	15.3	14.4 *			16.3 *	15.1	14.6 *		15.7 *	12.4	12.4 *		12.5 *	
	22	21 *		22 *	22	21 *			23 *	22	21 *		24 *	21	20 *		21 *	
	13.1	14.5	15.2	15.5	13.9	15.0	16.1	16.4	13.7	15.4	16.1	15.2	12.4	12.4	12.4	12.6		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	←60 MINUTES				←CBS SUNDAY MOVIE TERRORIST ON TRIAL (PAE)												CBS SUNDAY NEWS	
	19,760				11,780												2,920	
	22.3	21.2 *		23.5 *	13.3	13.9 *			13.0 *		13.2 *		13.3 *		13.5 *		12.8 *	3.3
	33	32 *		35 *	20	20 *			19 *		19 *		20 *		22 *		22 *	7
	19.2	23.1	24.1	23.0	14.3	13.5	13.1	12.8	13.2	13.1	13.1	13.5	13.7	13.4	13.5	12.0	3.3	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	←OUR HOUSE (7:14-8:14)(PAE)				(1)	(2)	←NBC SUNDAY NIGHT MOVIE MAN AGAINST THE MOB (9:14-11:14)(PAE)											
	12,760				19,580	20,290		17,450										
	14.4	12.8 *		12.7 *	22.1	22.9		19.7 *					19.9 *		20.3 *		19.5 *	
	21	19 *		19 *	32	33		29 *					30 *		32 *		33 *	
	14.3	12.7	12.2	13.2	19.6	21.6	21.0	21.1	22.3	19.5	19.8	19.9	20.4	20.1	19.4	19.6	18.3	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	13.0		12.6		11.1		10.9		11.3		10.5		9.3		8.0		5.6	
	20		18		16		16		17		16		15		14		12	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.2		3.1		2.9		3.0		3.3		3.0		2.8		2.3		1.3	
	5		5		4		4		5		5		5		4		3	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.1		2.3		5.4		5.3		2.8		2.8		2.2		1.9		1.0	
	3		3		8		8		4		4		4		3		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.1		4.1		4.4		4.7		4.8		4.2		4.4		4.0		2.9	
	6		6		6		7		7		6		7		7		6	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.5		4.2		5.5		5.4		6.1		6.8		6.7		5.7		3.8	
	5		6		8		8		9		10		11		10		8	

U.S. TV HOUSEHOLDS: 88,600,000
(1) FAMILY TIES (PAE), NBC, (8:14-8:44)
(2) MY TWO DAD'S, (PAE), NBC, (8:44-9:14)

For explanation of symbols, See page B.

A-18 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.10, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	35.7	31.2	25.8	22.8	19.9	17.8	16.1	14.1	11.9	10.5	9.2	8.3	7.3	6.7

ABC TV

(1)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,680
SHARE AUDIENCE	%	1.9
AVG. AUD. BY 1/4 HR	%	7
	%	1.9

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2)

(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,770
SHARE AUDIENCE	%	2.0
AVG. AUD. BY 1/4 HR	%	7
	%	2.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.2	4.4	3.4	2.5	1.5	1.2	1.0
SHARE AUDIENCE %	16	18	18	17	13	14	14

SUPERSTATIONS

AVERAGE AUDIENCE	1.2	1.1	0.9	0.8	0.6 ^	0.5 ^	0.4 ^
SHARE AUDIENCE %	4	5	5	5	5 ^	6 ^	6 ^

PBS

AVERAGE AUDIENCE	1.2	0.9	0.6 ^	0.4 ^	0.3 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	4	4	3 ^	3 ^	3 ^	2 ^	3 ^

CABLE ORIG.

AVERAGE AUDIENCE	2.0	2.0	1.8	1.7	1.3	1.0	0.8
SHARE AUDIENCE %	8	8	10	11	12	11	11

PAY SERVICES

AVERAGE AUDIENCE	3.0	3.5	2.9	2.3	2.1	2.1	1.7
SHARE AUDIENCE %	11	14	15	15	19	24	24

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN, ABC, (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, (PAE), NBC, (11:44-11:59)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.9	10.1	12.0	14.1	16.4	18.6	20.5	21.7	22.6	23.6	24.2	24.9	25.3	26.1	26.2	26.6	26.0	26.2
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,240		1,910			3,610				4,160							
SHARE AUDIENCE %		1.4		2.2			4.1				4.7							
AVG. AUD. BY 1/4 HR		14		15			19				19							
		1.4		2.2			3.9	4.2			4.7	4.7						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						BLACKOUT	
AVERAGE AUDIENCE (Hhlds (000) & %)			1,470				2,430				2,680						2,910	
SHARE AUDIENCE %			1.7				2.7				3.0						3.3	
AVG. AUD. BY 1/4 HR			15				13				12						13	
			1.6	1.7			2.7	2.8			3.0	3.1					3.3	3.3
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)		1,950					4,750				5,320						3,150	
SHARE AUDIENCE %		2.2					5.4				6.0						3.6	
AVG. AUD. BY 1/4 HR		21					25				24						13	
		1.8	2.6				5.4	5.3			6.0	6.0					3.5	3.7
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.6		2.5		4.2		5.4		5.7		5.9		5.8		5.7		6.0	
SHARE AUDIENCE %	17		19		24		26		25		24		23		22		23	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.6		0.9		1.2		1.6		1.5		1.6		1.6		1.8		1.8	
SHARE AUDIENCE %	6		7		7		7		6		7		6		7		7	
PBS																		
AVERAGE AUDIENCE	<<		0.1 ^		0.4 ^		0.7		1.0		1.2		1.5		1.5		1.3	
SHARE AUDIENCE %	<<		1 ^		2 ^		3		4		5		6		6		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.3		1.4		1.9		1.9		2.2		2.3		2.3		2.4		2.8	
SHARE AUDIENCE %	14		10		11		9		9		10		9		9		11	
PAY SERVICES																		
AVERAGE AUDIENCE	0.7		0.7		0.7		1.0		1.0		1.0		1.1		1.0		1.0	
SHARE AUDIENCE %	7		5		4		5		5		4		4		4		4	

U.S. TV HOUSEHOLDS: 100,600,000
 (1) ABC WORLD NEWS MORN 6:15A, ABC, (6:15-6:30)
 (2) ABC WORLD NEWS MORN 6:45A, ABC, (6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	26.3	26.8	27.1	27.6	28.2	29.6	31.6	32.5	32.7	33.5	34.2	34.9	34.3	34.4	33.8	33.8	33.9	34.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?

THE M-F

MR. BELVEDERE- M-F

RYAN'S HOPE

LOVING

←ALL MY CHILDREN→

←ONE LIFE TO LIVE (PAE)→

3,610

4.1

15

3.9

4.2

2,840

3.2

11

3.2

3,030

3.4

11

3.3

3.5

4,220

4.8

14

4.7

4.9

7,350

8.3

24

7.5

7.9

23

8.2

8.6

8.7

25

8.8

8.4

7,550

8.5

25

8.4

8.4

25

8.4

8.6

8.6

25

8.7

8.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEW CARD SHARKS

PRICE IS RIGHT 1

PRICE IS RIGHT 2 (PAE)

←YOUNG AND THE RESTLESS→

BOLD AND THE BEAUTIFUL

←AS THE WORLD TURNS→

3,260

3.7

14

3.5

3.8

5,210

5.9

22

5.6

6.1

6,800

7.7

27

7.3

8.1

8,740

9.9

30

9.4

9.6

30

9.8

10.0

10.1

30

10.2

6.8

5,900

6.7

19

6.6

7,070

8.0

24

7.8

7.9

23

8.0

8.1

8.1

24

8.0

8.0

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CLASSIC CONCENTRATION

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

SUPER PASSWORD

SCRABBLE

←DAYS OF OUR LIVES→

←ANOTHER WORLD (PAE)→

3,770

4.3

16

4.1

4.4

5,920

6.7

24

6.6

6.8

4,640

5.2

18

5.0

5.4

3,420

3.9

12

3.8

3.9

4,430

5.0

15

4.9

5.1

7,140

8.1

23

7.7

7.9

23

8.0

8.3

8.2

24

8.1

5,120

5.8

17

5.9

5.8

17

5.7

5.7

5.8

17

5.8

5.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9

22

5.2

19

5.2

18

5.6

17

6.3

19

6.0

17

6.5

19

6.9

21

7.0

21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9

7

1.7

6

1.7

6

1.9

6

2.1

6

1.9

6

2.0

6

2.0

6

2.0

6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1

4

0.8

3

0.7

2

0.8

2

0.7

2

0.9

2

0.9

3

0.7

2

0.8

2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9

11

3.0

11

3.1

11

3.1

10

3.1

9

3.0

9

3.4

10

3.7

11

3.8

11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0

4

1.0

4

0.9

3

1.0

3

1.0

3

1.0

3

1.1

3

1.1

3

1.3

4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	33.3	34.1	34.7	35.4	35.8	38.1	40.1	41.8	43.5	45.8	48.1	51.1	57.8	60.0	61.2	62.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GENERAL HOSPITAL →

(PAE)

ABC WORLD
NEWS TONIGHT

11,270
12.7
21
12.6 12.9

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GUIDING LIGHT
(PAE) →

CBS EVENING
NEWS-RATHER

11,640
13.1
21
12.9 13.4

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SANTA BARBARA →

(PAE)

NBC NIGHTLY
NEWS

11,020
12.4
20
12.3 12.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.7 23 8.7 25 9.7 26 11.0 27 12.3 28 13.1 27 14.6 25 16.4 26

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3 7 2.6 7 2.6 7 2.6 6 2.8 6 2.9 6 2.9 5 3.5 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6 2 0.7 2 1.0 3 1.0 3 1.2 3 1.1 2 1.3 2 1.4 2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2 12 4.4 13 4.5 12 4.6 11 4.1 9 4.2 8 4.6 8 5.0 8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3 4 1.3 4 1.3 3 1.6 4 1.5 3 1.7 3 2.0 3 2.3 4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.6	7.5	8.6	10.4	12.5	14.9	17.1	20.2	23.1	25.4	28.2	30.0	30.5	32.1	33.3	33.7	34.5	35.1

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CARE BEAR FAMILY	LITTLE CLOWNS-HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUPPIES	LITTLE WIZARDS	REAL GHOSTBUSTERS	FLINTSTONE KIDS
1,590	2,040	2,840	3,370	3,720	4,520	4,870
1.8	2.3	3.2	3.8	4.2	5.1	5.5
13	12	13	13	13	15	16
1.6	2.0	2.1	2.5	2.9	3.4	3.7

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,150	2,920	4,430	4,520	5,490	3,990	3,900
1.3	3.3	5.0	5.1	6.2	4.5	4.4
9	17	20	18	20	13	13
1.2	1.5	2.8	3.8	4.9	5.2	4.4

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,220	3,190	4,610	5,940	6,820	7,270	4,870
2.5	3.6	5.2	6.7	7.7	8.2	5.5
20	20	23	24	26	25	17
2.0	2.9	3.3	3.9	4.8	5.6	5.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5 35	3.0 32	3.8 28	4.4 24	5.1 21	6.5 22	6.1 19	6.8 20	7.5 22
-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6 8	0.8 8	1.0 7	1.2 6	1.2 5	1.5 5	1.2 4	1.4 4	1.8 5
----------	----------	----------	----------	----------	----------	----------	----------	----------

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1 1	0.1 1	0.5 4	1.0 5	1.1 5	1.4 5	1.3 4	1.8 5	2.2 6
----------	----------	----------	----------	----------	----------	----------	----------	----------

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1 15	1.8 19	2.3 17	2.5 13	3.3 14	4.1 14	4.8 15	4.9 15	4.7 14
-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8 11	1.0 11	1.0 7	1.5 8	2.0 8	2.1 7	1.7 5	1.9 6	3.0 9
-----------	-----------	----------	----------	----------	----------	----------	----------	----------

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 9, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	35.1	36.5	37.8	39.1	39.5	40.0	41.0	42.0	43.3	44.4	43.5	43.4	43.9	43.9	43.2	44.5	45.2	44.9

ABC TV

BUGS BUNNY &
TWEETY SHOWANIMAL CRACK-
UPS

HEALTH SHOW

(1)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

4,520
5.1
14
4.9

5.4

3,720
4.2
11
4.4

4.1

1,770
2.0
5
2.1

1.8

1,770
2.0
5
2.0

2.1

CBS TV

DENNIS THE
MENACE

TEEN WOLF

GALAXY HIGH
SCHOOLCBS NFL
PLAYOFF PRE-
SAT

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

3,370
3.8
11
3.7

3.8

3,900
4.4
11
4.2

4.6

3,630
4.1
10
3.9

4.2

5,050
5.7
13
4.1

7.3

NBC TV

NEW ARCHIES

NFL LIVE-SAT

NFL PLAYOFF GAME-SAT
INDIANAPOLIS VS CLEVELAND
(12:30-3:56)(PAE)

(2)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

4,340
4.9
15
4.7

5.0

7,350
8.3
22
7.6

9.0

16,480
18.6
43
13.1

14.0 *
36 *
15.0

16.4

17.1 *
41 *
17.9

19.3

19.9 *
45 *
20.4

19.2

19.3 *
44 *
19.5

20.4

20.4 *
46 *
20.3

21.0

21.0 *
48 *
21.0

19.7

8,060
9.1
20
11.2

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.5
21

8.1
21

9.1
23

8.3
20

8.1
18

9.0
21

9.2
21

9.3
21

10.7
24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2
6

2.1
5

2.1
5

1.8
4

1.8
4

2.4
6

2.4
5

2.6
6

2.8
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8
5

1.6
4

1.6
4

1.9
5

1.7
4

1.8
4

2.1
5

2.3
5

2.0
4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.5
15

5.3
14

4.9
12

4.8
12

5.0
11

5.5
13

5.4
12

4.6
11

5.4
12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4
9

4.2
11

2.8
7

3.4
8

3.4
8

2.7
6

1.9
4

2.0
5

2.1
5

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS, COLUMBUS, CIRCLE, ABC, (1:00-1:30), (R)

(2) NFL PLAYOFF POST-SAT, (PAE), NBC, (3:56-4:10), (S)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	45.2	46.6	47.8	48.8	50.2	51.7	52.9	53.9	56.1	57.5	58.6	59.8						

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← PRO BOWLERS TOUR →
(4:30-6:06)

ABC WRLD NEWS
TONIGHT-SAT
(PAE)

	3,540										4,960	
	4.0	3.3 *				3.8 *			4.7 *		5.6	
	8	7 *				7 *			9 *		9	
	3.3	3.3	3.6	3.9	4.3	5.1	5.6		5.9	5.4		

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS NFL PLAYOFF GAME-SAT
MINNESOTA VS SAN FRANCISCO
(4:00-7:25)

	20,200											
	22.8	17.5 *		21.0 *		23.0 *		23.0 *		24.3 *		25.9 *
	43	38 *		43 *		45 *		43 *		43 *		44 *
	15.7	19.3	20.5	21.5	22.8	23.2	23.5	22.6	24.1	24.5	25.7	26.0

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(1)

NBC NIGHTLY
NEWS-SAT.

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

U.S. TV HOUSEHOLDS: 88,600,000

(1) NFL PLAYOFF POST-SAT, NBC, (3:56-4:10), (5)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.9	6.6	7.7	9.0	11.5	14.2	17.0	19.6	22.2	25.3	27.3	28.9	30.0	31.7	32.3	33.2	33.7	34.6

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,900																		
4.4	3.9 *								4.5 *					4.9 *	2,750			
16	17 *								16 *					16 *	9			
3.4	4.4	4.4							4.5	4.9				4.9	3.1	3.0		

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,770																		
2.0	1.6 *				2.1 *				2.4 *	2,300								
11	12 *				11 *				10 *	2.6								
1.5	1.7	2.0			2.1	2.2			2.6	2.7	2.5							

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.5		3.8		5.7		6.6		8.0		8.8		9.6		11.0
29		30		29		31		28		28		29		29		32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.3	0.5	1.0	1.5	1.8	2.5	2.5	2.7	3.4
5	6	8	8	8	9	8	8	10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2	0.2	0.7	1.4	2.1	2.3	2.0	1.7	1.7
3	2	5	8	9	8	6	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.7	2.9	3.4	4.0	4.6	5.3	6.0	6.2
21	20	22	19	17	16	17	18	18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.4	1.5	1.8	2.8	3.8	3.9	4.2	3.2
18	17	12	10	12	14	13	13	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	35.8	37.2	38.3	40.9	43.3	45.6	46.2	47.4	48.6	48.8	48.4	48.8	48.8	49.4	50.2	51.5	51.1	49.3

ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	3,280				1,240													
%	3.7	3.7 *			3.7 *	1.4												
%	9	9 *			8 *	4												
%	3.7	3.7	3.8	3.6	1.4	1.4												

CBS TV

CBS NFL
PLAYOFF PRE-
SUN.CBS NFL PLAYOFF GAME-SUN.
WASHINGTON VS CHICAGO
(12:30-3:39)(PAE)

(1)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{			9,570		24,540												14,880	
%			10.8		27.7	20.2 *		26.2 *		28.4 *		28.2 *		30.0 *		31.7 *	16.8	17.5 *
%			28		57	46 *		56 *		58 *		58 *		61 *		62 *	34	35 *
%			8.9	12.7	18.7	21.8	25.4	27.0	28.1	28.7	27.4	29.0	29.5	30.5	31.4	31.9	22.0	15.8

NBC TV

NFL LIVE:SUN

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{																	7,270	
%																	8.2	
%																	16	
%																	4.3	12.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.9		11.7		11.1		9.5		9.1		9.3		9.0		9.7		10.7	
33		30		25		20		19		19		18		19		21	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.9		3.9		3.5		2.9		2.7		2.7		2.6		3.0		3.3	
11		10		8		6		6		6		5		6		7	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		1.6		1.5		1.5		1.4		1.1		1.2		1.0		1.3	
4		4		3		3		3		2		2		2		3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.3		5.7		5.0		4.5		4.3		4.7		4.4		4.6		5.5	
17		14		11		10		9		10		9		9		11	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		2.6		2.5		2.5		2.4		1.9		1.7		1.5		1.5	
8		7		6		5		5		4		3		3		3	

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NFL PLAYOFF POST-SUN., (PAE), CBS, (3:39-4:02), (S)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	48.5	49.0	49.3	49.8	50.4	51.0	51.8	54.1	57.6	58.9	60.0	61.8						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ABC WRLD NEWS
TONIGHT-SUN
(PAE)

7,710
8.7
14
8.3 9.0

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS NCAA BASKETBALL-SUN
GEORGETOWN VS DE PAUL
(4:02-6:00)(PAE)

CBS EVENING
NEWS-SUNDAY

3,990
4.5 5.8 * 4.3 * 3.9 * 4.0 * 6,820
9 12 * 9 * 8 * 8 * 7.7
% 6.5 5.2 4.5 4.2 4.1 3.7 3.8 4.2 7.2 8.3
%

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NFL PLAYOFF GAME-SUN
HOUSTON VS DENVER
(4:00-7:14)

20,820
23.5 22.2 * 24.3 * 24.7 * 23.7 * 24.0 * 23.2 *
43 46 * 49 * 49 * 45 * 41 * 38 *
% 21.2 23.1 24.1 24.4 24.5 25.0 23.6 23.8 24.6 23.4 23.0 23.3
%

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.0 10.5 11.1 11.8 11.1 12.2
21 21 22 22 19 20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8 2.8 2.6 2.5 2.5 2.5
6 6 5 5 4 4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5 1.6 1.6 1.8 1.7 1.8
3 3 3 3 3 3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.5 5.9 4.8 5.1 5.5 5.5
11 12 9 10 9 9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9 1.8 2.6 3.2 3.2 3.0
4 4 5 6 5 5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Client Notice

March 2, 1988

THE POCKETPIECE REPORT January 4-10, 1988

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

62 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN.4-10,1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOT. WORK- PERS ING	W O M E N					M E N					TEENS TOT.								
DAY	TIME	DUR	NET	NO. OF	T/C	Avg. AUD. %	SH %	Avg. AUD. 0.000	MON.	18-	18-	25-	25-	35-	18-	18-	21-	25-	25-	35-	12-								
#STNS	CVG%	TYPE								(2+)	TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	54	64	55+	17		
WEEKEND DAYTIME OTHER																													
BUSINESS WORLD						A	1.5	4	133	1374	245A	653	135A	283A	649	247A	247A	313A	370A	658	94V	309A	658	309A	309A	429A	429A	229A	14V
SUN						B	1.6	4	137	1332	203A	632	133A	296A	629	260A	263A	307A	334	627	100A	267A	626	265A	265A	378	376	248A	<<
						C	1.4	4	123	1303	165A	580	112A	238	575	215A	233	273	323	617	130A	311	610	304	288	347	334	247	37V

115 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN.4-10,1988

DAY TIME NETWORK PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																											
			TOT. PERS (2+)	W O M E N				M E N				T E E N S					C H I L D R E N													
				15-		18-		15-		12-		TOT.			TOTAL MALE		FEM.		TOT.		FEM.		TOT.		MALE		FEM.		TOT.	
				24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	11	11	8	9-				
SUNDAY MORNING																														
12.30- 1.00PM A BUSINESS WORLD		TVU	44.5 1.5	27.7 .8	21.3 .3v	25.0 .9	23.1 .6A	25.5 <<	33.5 1.1	27.2 .1v	27.6 <<	26.7 .2v	27.8 .2v	26.5 <<	21.5 .2v	23.1 <<	19.8 .3v	23.5 <<	20.1 .3v	23.5 .1v	16.5 .6v	18.1 .5v	22.1 .1v							
1.00- 1.30PM		TVU	46.8	29.5	18.6	26.0	24.6	28.3	36.5	29.2	32.4	25.9	31.7	26.8	22.2	23.5	20.8	23.1	21.5	24.1	18.8	18.4	24.9							
1.30- 2.00PM		TVU	48.7	31.1	21.7	28.1	26.2	27.7	38.5	28.7	32.2	25.0	31.1	26.4	22.8	23.5	22.2	22.5	23.1	26.4	19.7	20.8	25.6							

118 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN.4-10,1988

DAY		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																		TEENS		CHILD TOT. 2- 11
TIME	NETWORK PROGRAM NAME		TOT. PERS (2+)	WORK- ING WOM. 18+ (2+)	W O M E N				M E N								TOT. 12- 17	MALE 12- 17					
					18- WOM.	25- WOM.	18- MEN	18- MEN	18- MEN	21- MEN	21- MEN	25- MEN	25- MEN	35- MEN	55+								
					TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17		
SUNDAY AFTERNOON																							
12.30- 1.00PM		TVU	44.5	27.7	25.2	25.0	23.1	25.7	23.8	33.5	24.0	30.4	31.9	34.0	32.5	33.3	34.2	34.9	34.9	35.8	27.2	27.6	21.5
A BUSINESS WORLD			1.5	.8	.8A	.9	.6A	1.0	.6A	1.1	<<	.4V	.7A	1.1	.8A	1.0A	.9A	1.2A	1.5A	1.4A	.1V	<<	.2V

Nielsen Television Index

NETWORK INFORMATION SERVICES



Client Notice

February 17, 1988

THE POCKETPIECE REPORT January 4-10, 1988

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

51 &

53 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
													TOT. PERS.	WOMEN		MEN	TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
											AVG. AUD.	AVG. SH. AUD.		15-	18-	15-	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
											%	%	0,000	(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WEEKEND DAYTIME CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

59 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C										HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S TOT. MALE 12- 12- 17 17		C H I L D TOT. 2- 11	
												TOT. WORK. PERS ING WOM. (2+) 18+		W O M E N 18- 25- 49 21+ 54				M E N 18- 18- 18- 21- 21- 25- 25- 35- 24 34 49 21+ 49 54 49 54 64 55+																	
WEEKEND DAYTIME SPORTS																																			
NFL PLAYOFF POST-SAT(S) SAT 3.56P 14 NBC 198 98 SC										A 8.9 20 789		1782 249		604 406 572 338				901 149 394 632 853 584 643 483 543 370 209												129 88		148			
3.30 - 4.00 4.00 - 4.30										A 10.8 24 957 A 8.1 18 718		1787 229 1788 260		562 372 536 312 630 427 594 354				934 164 409 651 872 589 661 487 559 384 211 888 142 388 625 846 584 637 484 537 364 210												140 90 123 87		152 147			

Nielsen Television Index



NETWORK INFORMATION SERVICES

111 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN. 4-10, 1988

JAN. 4-10, 1968

DAY TIME NETWORK PROGRAM NAME	HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																				
		TOT. PERS (2+)	WOMEN				MEN				T E E N S					C H I L D R E N						
			15-		18-		15-		12-		12-		FEM.		TOT.		TOT.		FEM.		TOT.	
			24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
SATURDAY MORNING																						
11.00-11.30AM N FRAGGLE ROCK	TVU	34.8 5.3	21.6 3.1	20.2 4.1	16.5 2.2	16.7 2.9	18.1 1.6 ^A	18.4 1.6	24.0 3.0 ^A	24.3 1.8 ^A	23.8 4.2 ^A	26.6 2.5 ^A	21.5 3.4 ^A	41.4 9.3	42.3 8.7	40.4 9.9	44.2 10.7	39.4 8.3	42.8 8.1	35.9 8.4	39.2 9.5	39.7 7.0
11.30-12.00NN N NEW ARCHIES(B)	TVU	35.8 4.6	22.8 2.7	22.0 3.9	18.2 1.9	18.5 2.3	21.3 1.5 ^A	20.4 1.3	27.7 4.8	27.7 2.2 ^A	27.6 7.4	32.8 6.5 ^A	22.8 3.2 ^A	38.0 6.9	39.3 6.8	36.6 7.0	39.5 7.0	36.9 6.8	41.1 7.0	32.6 6.6	34.6 7.0	39.4 6.7

117 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN. 4-10, 1988

DAY TIME NETWORK PROGRAM NAME		HOUSE HOLDS	TOT. PERS (2+)	WORK- ING WOM. 18+	AVERAGE MINUTE AUDIENCE %																	CHILD TOT. 2+	
					W O M E N					M E N					T E E N S								
					18-		21+		25-		18-		21-		25-		35-		12- 12-				
					TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17		11
SATURDAY AFTERNOON																							
3.30- 4.00PM		TVU	45.1	29.5	24.4	27.0	25.0	27.2	25.8	34.3	32.0	34.3	33.4	34.5	33.6	33.8	33.8	34.0	32.5	36.5	30.1	37.1	24.0
N NFL PLAYOFF POST-SAT(S)>			10.8	7.5	5.7	5.8	6.1	5.9	5.9	10.8	12.2	11.7	11.0	10.7	11.0	11.2	10.6	10.9	9.6	9.6	6.7	8.6	4.2
4.00- 4.30PM		TVU	45.9	30.2	25.2	28.3	26.4	28.7	27.7	35.0	32.0	34.8	33.5	35.2	33.6	34.1	33.9	34.4	33.4	38.3	31.2	33.2	23.0
N NFL PLAYOFF POST-SAT(S)>			8.1	5.6	4.8	4.9	5.3	4.9	5.0	7.7	7.9	8.3	7.9	7.8	8.1	8.1	7.9	7.8	6.8	7.1	4.5	6.2	3.1